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Youth Attitude Tracking Study

1999 Propensity and Advertising Report

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YOUTH ATTITUDE TRACKING STUDY

1999 PROPENSITY AND ADVERTISING REPORT

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ACKNOWLEDGMENTS

This administration of the Youth Attitude Tracking Study (YATS) marks the 10th year that Westat, Inc. has conducted the survey for the Department of Defense (DoD). YATS continues to provide DoD and the individual military services with information on enlistment propensity as well as attitudes and opinions of today's youth. The 1999 survey was conducted with over 10,000 American youth between the ages of 16 and 24 using a Computer Assisted Telephone Interview (CATI) methodology. The 1999 survey administration was conducted between August 30, 1999 and November 21, 1999 by Westat, under contract DASW01-96-C-0041 as part of the Joint Market Research Program. This annual report presents findings from the 1999 interviews which cover topics such as enlistment propensity, reasons for entering or not entering the military, advertising awareness, and slogan recognition. As always, the primary measure in YATS is military propensity. Many individuals have contributed their time and energy into making the 1999 administration a success, and we would like to recognize their efforts here.

First, the YATS Project Directors, Dr. Michael J Wilson and Mr. D. Wayne Hintze, would like to thank several individuals outside of Westat who provided guidance throughout the project—Dr. W.S. Sellman, Director for Accession Policy [OASD(FMP)], Dr. Anita Lancaster, Assistant Director for Program Management, Defense Manpower Data Center (DMDC), and Dr. Jerome Lehnus, (DMDC). Dr. Sellman and Dr. Lancaster provided the insight and guidance that allowed us to keep the proper focus during the project. Dr. Lehnus provided the detailed direction and technical review for the study as the Senior Scientist in charge of YATS. We would also like to thank the members of the Joint Market Analysis and Research Committee (JMARC) for their input and feedback that led to the revised 1999 survey instrument and their review of several key deliverables.

Finally, we would like to thank the many programmers, statisticians, and analysts that are vital to the success of a large CATI project like YATS. The successful data collection effort is due to the guidance of Ms. Brenda Simpson and Ms. Pat Warren who shared responsibilities as the Telephone Research Center (TRC) operations manager. The project directors would also like to thank several programmers who supported the project: Ms. Katie Hubbell, Ms. Fauzia Tirmazi, and Ms. Yannett Gaspare. Thanks are also due to Ms. Mary Ann Deak who performed and led essential data editing and quality control activities and to Mr. Jim Greenlees and Ms. Tracey Hagerty who have supported YATS as project analysts for several years, contributing to many products such as this report. We are also thankful for the attention to detail and patience exhibited by Ms. Sonja Ouellette in producing this report.

Finally, our thanks are extended to over 300 interviewers and supervisors who worked so diligently to collect the data, and the 10,000 young men and women who took time out of their busy schedules to share their personal views, opinions, and attitudes.

EXECUTIVE SUMMARY

The *Youth Attitude Tracking Study (YATS)* has been conducted annually since 1975 for the purpose of collecting information from American youth on topics such as their future plans, current events, military recruiting advertising, and media habits. The primary focus of YATS has been to measure enlistment propensity—active duty, Reserve/National Guard, composite, and Service-specific propensity.

Over the past two decades, YATS has been the primary source of information for Department of Defense officials regarding youth enlistment propensity. The 1999 YATS survey collected information during 30-minute interviews with a nationally representative sample of 10,054 youth between the ages of 16 and 24.

Demographic Profile

The characteristics of the American youth population, the primary recruiting market of the Armed Services, are changing over time. Because these variables are related to propensity, changes in the demographic profile are of special interest to military recruiting officials. Gradual changes are occurring in the racial/ethnic composition of the population and the educational and career aspirations of youth.

Most youth indicate they hope to achieve at least a Bachelor's degree. The number of high school graduates and the number of youth completing some college is increasing steadily while the number of college graduates is hardly increasing at all.

Employment trends for youth who have completed high school, but not completed college, have improved. For young men, unemployment has dropped from slightly above 10 percent in 1995 to about 8.5 percent in 1999. In constant dollars, weekly earnings are increasing for young men.

There has been a decrease in the proportion of veteran parents (who have been positive influencers in the past). Current projections indicate that the percent of enlistment-eligible youth who have parents who have been in the military will decrease from 26 percent in 1998 to 16 percent in 2005.

Enlistment Propensity

Propensity is defined in YATS as the percent of youth who say they will "definitely" or "probably" enter military service. This propensity measure has been shown to be a valid indicator of enlistment behavior. For most youth, propensity for military service is general, not tied to only one specific Military Service. Most youth who are interested in military service cite interest in two or more Services.

Propensity is related to several demographic characteristics. Generally, propensity:

- Is higher for men than women;
- Declines with age;
- Declines with increasing educational attainment;
- Is higher for unemployed than employed youth;
- Is highest for Hispanic youth, followed by Black youth, and lowest for White youth;
- Is higher for youth who are not married; and
- Varies by region: higher in the South and West and lowest in the North Central region.

Young men's propensity for military service rose during the Cold War, dropped following Operation Desert Storm, and declined in the past several

years. Generally, young women's propensity for military service has been constant since 1984. Propensity trends for White, Black and Hispanic youth are distinct, as are patterns for the different Services.

Entering Military Service: To Join or Not to Join?

There are many factors that affect the decision by youth to join or avoid the military. Some of these factors are at least partially controllable (youth have some control over how well they do in school) while others are not (youth do not control the job market). Consequently, individual reasons to join or not enter military service are very dynamic in nature. Nonetheless, there are statistical patterns and trends in reasons provided by YATS.

Reasons for Joining. Reasons offered by youth include both tangible (e.g., educational funding, job training, pay) and intangible (e.g., duty to country, discipline, self-esteem) reasons. As one would expect, youth interested in military service offer more reasons for joining than those who do not expect to join the military. In general, although different segments of the youth population offer the same reasons for joining, group differences are largely predictable. For example, somewhat more women (37%) than men (32%) mention money for education as a reason for joining. High school seniors are more likely than high school graduates to mention duty to their country; high school graduates who have not gone to college are more likely to cite job security, retirement benefits, and travel.

Reasons for Increased Interest in Military Service. Some of the reasons for increased interest in military service, such as money for education and job training, are similar to those mentioned as reasons for joining. Youth also mention personal communications (conversations with people who are, or have been, in the military, recruiter contact, and military advertising) and changing circumstances (difficulty in school) as reasons for increased interest in military service.

Reasons for Not Joining. Youth most often mention military lifestyle as a reason for not entering military service. This may be a perception based on conversations they have had with veterans or peers or by other sources of influence such as television, movies, etc. Youth also mention the length of military commitment and threat to life as reasons for not entering the military.

Many youth mention conflicting interests, rather than something objectionable about the military. They may, for example, mention they have a job they like. Some mention family obligations that do not allow them to seriously consider a military career. Few youth mention that they are not qualified to serve.

Race/ethnic groups mention reasons for not joining with different frequency.

- White youth are more likely than minorities to mention other career interests, or to object to the length of commitment;
- Black youth are more likely to mention threat to life or to say that killing is against their beliefs;
- Black youth are less likely to mention family obligations than youth of other race/ethnic backgrounds; and
- Hispanic men and women are more likely to mention family obligations, while Hispanic men are less likely to object to the military lifestyle.

Reasons for Decreased Interest in Military Service. To a large degree, reasons for decreased interest mirror reasons offered for not joining. As with reasons for joining, communications play a role. Some youth report that talking to people who are, or have been, in the military increased their interest in military

service; others report these conversations decreased their interest. More youth report increased interest, so the net effect is positive. Similarly, some youth report talking to a recruiter increased their interest; others report conversations with recruiters decreased their interest. But, more report increased than decreased interest as a result of talking to a recruiter.

As with conversations with recruiters and others who have been in the military, news events have a positive effect on interest in military service for some youth, and a negative effect on the interest of other youth. With news events, however, the effect is more often negative than positive.

Military Advertising Awareness

The Department of Defense spends considerable resources in developing advertising campaigns that will reach and persuade youth to enlist in the military. YATS contains survey questions on recall of military advertising and recognition of military slogans. Advertising awareness is highest for Army and Marine Corps active advertising, and recall rates for young men are significantly higher than for women. Awareness of active Service advertising is higher than Reserve or National Guard advertising, and twice as many youth recall Army Reserve advertising compared to Army National Guard advertising. Advertising awareness is also correlated with certain demographic characteristics:

- Army and Marine Corps advertising awareness increases as age increases;
- Recall of Service advertising increases as educational attainment increases;
- Recall is highest among youth who have already earned a college degree; and
- White youth are generally more likely to recall active Service advertising than Black or Hispanic youth.

Trends in active Service advertising recall have declined steadily for Army, Marine Corps, and Air Force advertising between 1993 and 1999. The largest drop over the entire period occurred for Air Force advertising awareness.

YATS respondents were also asked if they remembered hearing or seeing Joint Service advertising—advertising that names each Service. Recall of Joint Service advertising has continued to drop since 1993 and is actually higher among women than men for the first time ever in 1999.

Youth were also asked to identify slogans used in military advertising campaigns. Correct recognition of Service slogans is higher among men than women, and three slogans continue to be most often correctly identified by young men: *Be All You Can Be* (Army), *Aim High* (Air Force), and *The Few. The Proud* (Marine Corps). In general, correct recognition of Marine Corps, Air Force, and Coast Guard advertising slogans has decreased since 1990, while recognition of Navy slogans has increased.

Finally, recruiter contact continues to be strongly related to advertising recall. Recruiter contact rates were significantly higher among youth who recalled military advertising than those who did not.

Recruiting Outlook

The 1999 YATS data paint a bleak view for future recruiting. Using YATS, policy makers can tie demographic findings to propensity to join the military. The demographic profile of the target recruiting population is changing as more of today's youth go to college. Since propensity declines with increasing educational attainment, policy makers should expect a negative impact on recruiting.

Each year, there are fewer enlistment-eligible youth with veteran parents. Parents who are veterans have been some of the more positive influencers in the past. American youth

responding to YATS questions list conversations with people who have been in the military as one of the reasons for increased interest in joining military service.

Youth also list military advertising as one of the reasons for increased interest in the military—yet Service advertising recall has been declining since 1993. Overall, demographic and economic trends combined with YATS findings suggest the Department of Defense will need to find additional ways to address its recruiting challenges.

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1. INTRODUCTION

The yearly cycle of activities for the *Youth Attitude Tracking Study (YATS)* has been relatively constant since the mid-1980s: Early each summer, representatives of the Armed Services' recruiting activities meet to discuss the composition of the YATS questionnaire. The representatives page through the entire 80-plus page questionnaire, deciding which questions stay, which need to modified, and which can be dropped to make room for new questions. New questions are pre-tested, using small groups of surrogate respondents, to identify potential sources of misinterpretation. The computer system which controls the telephone interviews is reprogrammed. Approximately 10,000 telephone interviews are conducted from September through mid-November by 300 specially trained interviewers to determine how attitudes toward the military are changing. "Topline" memoranda provide initial results to the Services in December, and complete data files are delivered at the beginning of January. Analyses of the YATS data continue throughout the year.

YATS has been providing the Armed Services with information on youth attitudes since 1975. Shortly after the termination of the military draft, DoD realized that, to compete for youth with commercial and educational institutions, it needed ongoing information on youth attitudes: what was important to youth, and how youth viewed military service. YATS was created to address these needs. Information from YATS is used by each of the Services, and by their advertising agencies. Data from YATS are also used by think tanks, such as RAND, to evaluate youth and recruiting issues. YATS is the primary measure of propensity for military service, a common benchmark of attitudes toward military service.

This report is the primary vehicle for disseminating findings from the YATS survey.[1] The next section provides an overview of each of the following chapters. The final section of this chapter describes data collection methodology.

Overview of the Report

This report provides four related perspectives on the current recruiting market: demographics of the youth population, propensity for military service, reasons for and barriers to entering military service, and the impact of recruiting efforts (particularly advertising awareness).

Chapter 2, **Selection and Demographic Characteristics of the 1999 YATS Youth**, begins with a description of the YATS youth population, and continues with demographic trends shaping the recruiting market. It provides demographic information on both the YATS sample (the youth who were actually interviewed) and population (all youth who were eligible to be surveyed). The chapter describes the distribution of American youth with respect to gender, age, scholastic status, employment, race/ethnicity, and geographic location. Chapter 2 goes on to present trends in population growth among Whites, Blacks and Hispanics, and differences in educational achievement. For the latter, it describes trends in scholastic achievement, and factors affecting postsecondary education—why everyone wants a college degree, and why this may be difficult for some. Chapter 2 also draws from the *Current Population Survey (CPS)*[2] for

[1] Each of the Recruiting Services and RAND receive complete data files. Briefings, conference presentations, and topic reports that are prepared generally focus on specific topics.

[2] CPS is a large on-going survey conducted for the Bureau of Labor Statistics by the Census Bureau. We have included CPS data in the YATS report because it allows us to speak at a population level that is relevant to recruiting.

data on youth unemployment and wages. We also draw on CPS data to provide trends in the number of veteran-fathers in the population.

Chapter 3, **Enlistment Propensity for Military Service**, provides a description of current youth propensity, correlates of propensity, and historical trends in propensity. The chapter first describes YATS propensity measures and explain how they are valid predictors of enlistment behavior. It also draws on in-depth interviews conducted with YATS respondents to help understand what is being measured. The second section of Chapter 3 describes the relationship between propensity and a variety of youth characteristics—gender, age, school status, educational prospects, employment, employment prospects, race/ethnicity, mother's education, marital status, father's veteran status, having friends in the military, and geographic location. The third section describes propensity for specific Services. Finally, Chapter 3 describes trends in propensity from 1984 through 1999. It describes trends for different propensity measures for different race/ethnic groups, for active and Reserve service, and for specific active Services.

Chapter 4, **Reasons for Entering or Not Entering Military Service**, examines reasons for entering military service and barriers to military service as stated by youth. The chapter draws on direct questions ("Why would you join?" "Why would you not join?") and on questions about changing interest in the military (e.g., those who said their interest increased were asked why it increased; those who said their interest decreased were asked why it decreased). Chapter 4 evaluates differences in stated reasons for joining, distinguishing between youth who say they will "definitely" or "probably" join,[3] between race/ethnic groups, between school status groups, between those who know someone who has been in the military and those who do not, and between men and women. The chapter evaluates barriers to military service with respect to the same variables. Chapter 4 also provides trends in principal reasons for joining.

Chapter 5, **Military Advertising Awareness**, describes youth awareness of recruiting advertising, recognition of slogans used in that advertising, and the correlation of advertising awareness to recruiter contact. The chapter provides advertising information for each branch of active Service (Army, Navy, etc.) as well as for Reserve components. It also provides information on Joint Advertising. It describes the principal correlates of advertising awareness (gender, age, education, and race/ethnicity), and examines trends in advertising awareness and slogan recognition. Finally, Chapter 5 provides data showing a positive correlation between advertising awareness and recruiter contact.

The intended audience of this report is military recruiting managers. The intent throughout is to present the information in a manner that will facilitate understanding of general trends and relationships. The report uses tables or graphs in the body of the report. Additional "data appendices" present the same information in greater detail than is in the body of the report. These appendices include the data from the tables and the graphs in the body of the report, along with estimates of standard error and sample size.

Survey Methodology

The survey methodology used in the Fall 1999 administration remains essentially unchanged from that used in recent years. Surveyed youth were between 16 and 24 years old. Youth currently in the military (including those contracted to serve in the military and waiting to

[3] As described in Chapter 3, these are designated as "positively propensed" for military service.

depart for basic training) and those who had previously served were ineligible. The sample also excludes youth attending a Military Service Academy or enrolled in college ROTC. A total of 290,000 telephone numbers were sampled using a list-assisted random digit dialing (RDD) methodology for the generation of the sample. Details of the methodology used for the 1999 YATS administration can be found in *The Fall 1999 YATS Sample Design, Selection, and Weighting Report* (Wilson and Chu, 2000).

Over three hundred interviewers were recruited and trained to collect survey data using computer-assisted-telephone-interviewing (CATI) technology. The thirty-minute YATS interviews were administered from August 30, 1999 through November 21, 1999. A total of 10,054 YATS interviews were completed during the field period.

2. SELECTION AND DEMOGRAPHIC CHARACTERISTICS OF THE 1999 YATS YOUTH

Introduction

The Armed Services are currently experiencing difficulty in meeting recruitment needs—a goal to enlist approximately 200,000 youth a year. A cursory investigation of the youth population suggests a sufficient number of youth from which to recruit—nearly 4 million youth become age eligible each year. However, many of the youth are not qualified for military service based on moral, mental, and physical standards. And a closer inspection of youth demographic characteristics, which convey information about career plans and educational aspirations, suggest that recruiting goals are formidable.

Overview

This chapter provides an overview of demographic characteristics and trends in the youth population that are related to the recruiting challenge. The first section, **Demographic Characteristics of the 1999 YATS Respondent Population**, provides a description of the youth population. The second section, **Population Trends**, gives additional detail on youth demographics like education and employment, and shows how those characteristics are changing in ways that affect the Services' ability to meet recruiting goals.

This chapter is related to subsequent chapters in the report. Chapter 3 shows how propensity varies among different population segments. Chapter 4 describes reasons for entering the military, and barriers to enlistment. Chapter 5 describes youth awareness of the Services' recruiting advertising efforts. All three chapters relate to demographic considerations presented in this chapter.

Demographic Characteristics of the 1999 YATS Respondent Population

The YATS population is the pool of young men and women from which the military recruits enlisted personnel and officers. In particular, it is the population of young Americans, 16-24 years of age, who have never served in the military. This section describes the YATS population in terms of several key demographics: gender, age, education, employment, and geographic location. The section also provides important YATS survey information and the number of youth actually interviewed with respect to gender, age, educational status, and race/ethnicity.

Gender and Age. In the 1999 YATS administration, a total of 10,054 surveys were completed with 6,075 men and 3,979 women. Table 2-1 presents the unweighted as well as the weighted age distribution of YATS youth by gender. The unweighted numbers (labeled "Sample N") are the actual number of respondents who completed the interview. The weighted numbers (labeled "Estimated Population") show the number of youth in the population. For example, 1,018 16-year-old men completed the YATS telephone interview. These men represent 2,036,000 16-year-old men in the American youth population who have never served in the military.

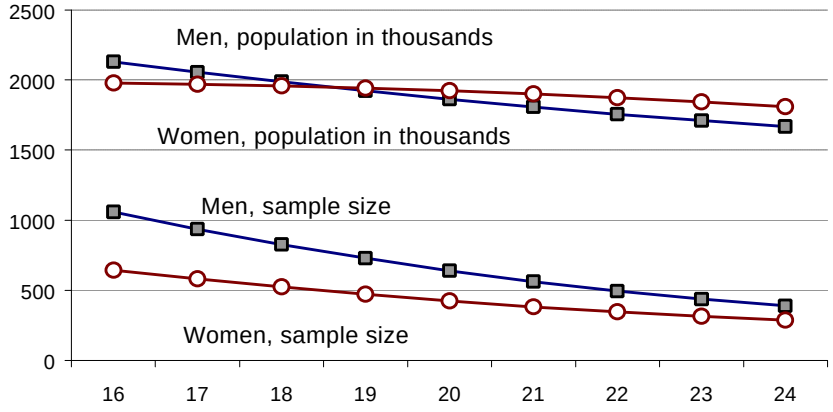
Table 2-1. Age Distribution of YATS Sample and Survey Population, by Gender

	Men			Women		
		Estimated Population			Estimated Population	
Age	Sample N	Count* (000's)	Percent#	Sample N	Count* (000's)	Percent#
16	1,018	2,036	12	651	1,934	11
17	1,008	2,151	13	603	1,978	12
18	819	1,972	12	494	1,907	11
19	718	2,024	12	444	2,048	12
20	619	1,775	11	423	1,790	11
21	559	1,703	10	425	1,766	10
22	503	1,751	10	368	1,839	11
23	443	1,776	11	287	1,825	11
24	388	1,667	10	284	1,869	11
Total	6,075	16,860	101	3979	16,960	100

*Estimated population counts are in thousands.
#Percentages are based on population estimates.
Source: 1999 YATS and Current Population Survey.

Figure 2-1 displays sample sizes and population estimates from Table 2-1. Both the population and sample size decrease with age—there are more 16 year-olds than 24 year-olds. However, the sample only imperfectly mirrors the population—16-17 year-olds are somewhat overrepresented; 22-24 year-olds are somewhat underrepresented. This may reflect the greater mobility of older youth, which makes them more difficult to locate for a telephone interview. Or it may reflect greater reluctance of older youth to participate in a half-hour telephone interview. Whatever the reason, the data are weighted so that population estimates and percent ages correctly represent the youth population.

Figure 2-1. Age Distribution of YATS Population, by Gender



Note: These data, taken from Table 2-1, have been smoothed.

School Status. Table 2-2 shows the number of respondents, estimated population, and percent of the population by current school status. The school status categories used in Table 2-2 are mutually exclusive and are defined as follows:

Students

- Younger high school students – youth currently enrolled in the 9th through 11th grade of high school;
- High school seniors – youth currently enrolled in the 12th grade of high school;
- Postsecondary/Graduate students – students currently attending a college, university, or postsecondary business/ vocational school;

Non-Students

- Non-completers – youth who are not enrolled in school and have not graduated from high school;
- High school graduates – youth not currently enrolled who have graduated high school but have not attended college;
- Some college – youth not currently enrolled who have attended some college but have not earned a bachelor's or higher degree; and
- College graduates – youth not currently enrolled who have earned a bachelor's degree.

As indicated in Table 2-2, educational achievement is somewhat higher among young women than young men: fewer drop out of high school; more attend and graduate from college.

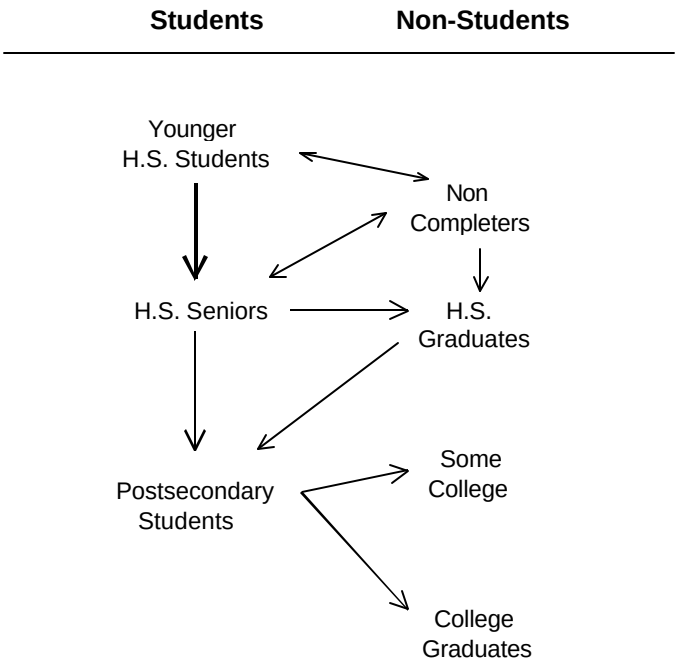
Table 2-2. School Status by Gender

	Men			Women		
		Estimated Population			Estimated Population	
Education Status	Sample N	Count* (000's)	Percent#	Sample N	Count* (000's)	Percent#
Students						
Younger H.S. students	1,285	2,704	16	696	2,179	13
H.S. seniors	950	2,268	13	618	2,265	13
Postsecondary	1,781	4,547	27	1,399	5,529	33
Non-Students						
Non-completers	698	2,648	16	343	2,012	12
H.S. graduates	818	3,014	18	481	2,819	17
Some college	314	973	6	244	1,193	7
College graduates	212	664	4	185	906	5

*Estimated population counts are in thousands. #Percentages are based on population estimates.
Source: 1999 YATS.

Figure 2-2 displays various relationships between the educational status categories. Double-headed arrows indicate transitions that can flow in two directions. Thus, high school students can drop out of school, and high school dropouts (non-completers) can return to high school. Heavier arrows indicate most common paths. For example, Figure 2.2 illustrates the fact that more high school seniors go immediately to college than become high school graduate non-students.

Figure 2-2. Schematic of Education Status Categories



Employment. Table 2-3 shows employment status of the 1999 YATS population, by gender and school status. The table values show the percent of youth in each employment status. For example, 54 percent of high school senior males are employed, 23 percent are unemployed (i.e., they do not have a job but are looking for a job), and 23 percent are neither working nor seeking work. It is noteworthy that among students, the employment status of men and women is very similar. Among the non-students differences between men and women are greater. Eighteen percent of female high school dropouts are not working and not seeking work, while only 5 percent of male high school dropouts are not working and not seeking work.

Table 2-3. Employment Status by Gender and School Status (percent)

Employment Status	Men			Women		
	Employed	Unemployed	Not Employed, Not Looking	Employed	Unemployed	Not Employed, Not Looking
Students						
Younger H.S. students	38	34	28	38	31	32
H.S. seniors	54	23	23	54	21	25
Postsecondary	66	11	23	67	10	23
Non-Students						
Non-completers	74	20	5	56	26	18
H.S. graduates	87	9	4	72	15	13
Some college	94	4	2	84	6	10
College graduates	94	4	2	92	4	4

Note: Table values are percentages within gender/school status categories.
Source: 1999 YATS.

Race and Ethnicity. Table 2-4 presents the racial/ethnic composition of the youth population by gender. Racial/ethnic background is classified as White (non-Hispanic), Black (non-Hispanic), Hispanic, and Other. The "Other" category consists of Asians, Pacific Islanders, Native Americans, Alaskan Natives, and persons who did not identify themselves with any racial category. "Others" accounted for a little more than five percent of the youth population. About 46 percent of "others" are Asians and Pacific Islanders. Seventeen percent are Native Americans or Alaskan Natives.

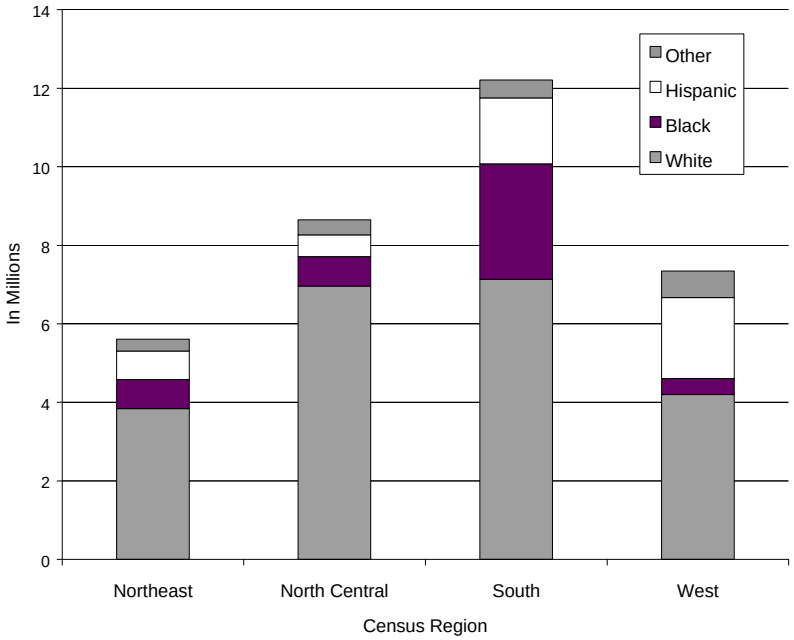
Table 2-4. Race/Ethnic Distribution of YATS Sample and Survey Population, by Gender

Race/Ethnicity	Men			Women		
		Estimated Population			Estimated Population	
	Sample N	Count* (000's)	Percent[#]	Sample N	Count* (000's)	Percent[#]
White	4,213	11,000	65	2772	11,120	66
Black	592	2,262	13	467	2,587	15
Hispanic	725	2,582	15	452	2,439	14
Other	545	1,009	6	288	805	5

*Estimated population counts are in thousands.
[#]Percentages are based on population estimates.
Source: 1999 YATS and Current Population Survey.

Geographic Distribution. Figure 2-3 shows the distribution of the youth population by Census region. The four Census regions do not evenly divide the population. The Northeast Region, from Pennsylvania north to the New England states, includes just under 6 million 16-24 year-olds. The South, from Maryland through Oklahoma and Texas, includes over 12 million 16-24 year-olds. Both the North Central and West Regions include close to 8 million 16-24 year-olds. Additionally, minorities are not evenly distributed across the United States. Three fifths of Black youth live in the South. Two fifths of Hispanic youth live in the West, another one third live in the South. Almost two fifths of "others"—primarily Asians and Pacific Islanders—live in the West. In the North Central region, 4 out of 5 youth are White; in the South and West, close to 3 out of 5 youth are White.

Figure 2-3. Regional Distribution of YATS Population

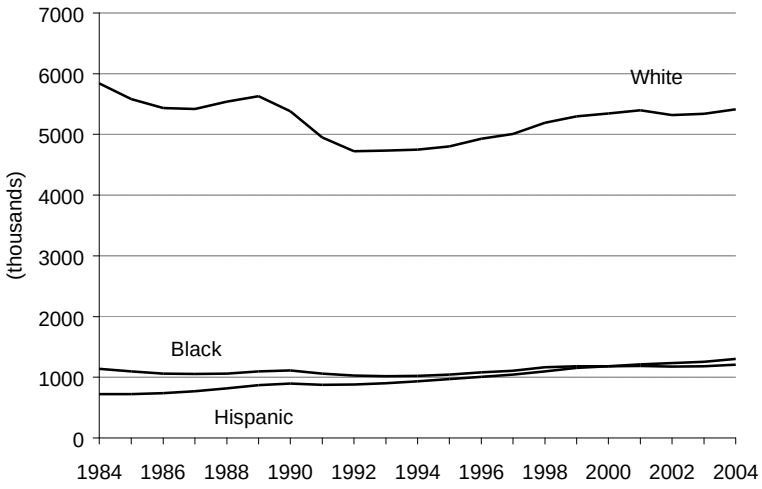


Source: 1999 YATS.

Population Trends

Figure 2-4 shows trends in White, Black, and Hispanic segments of the youth population from 1984 projected through 2004. Figure 2-5 shows trends for Blacks and Hispanics only and provides a clearer picture for these groups. These figures show the total of 18-19 year-old men and women combined. In general, about half the youth population is male, half is female. Population trends are essentially the same for males and females.

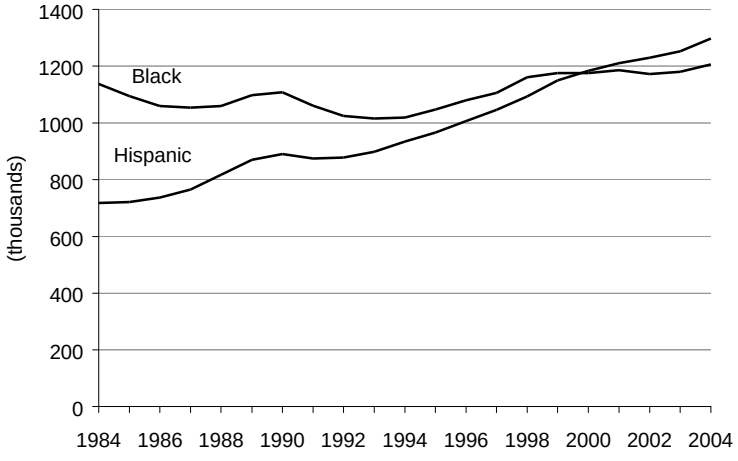
Figure 2-4. Population Trends, 18-19 Year-Olds



Source: http://www.census.gov/population (Oct 1999); Current Population Reports, P25-1130.

The youth population is increasing. In 1994, there were approximately 6.6 million 18-19 year-olds in the population, in 2004, there will be about 7.9 million 18-19 year-olds—an increase of about 1.7 percent per year. Blacks will increase from about 1 million in 1994 to about 1.2 million in 2004 (also an increase of 1.7 percent per year); Hispanics will increase from about 934 thousand in 1994 to about 1.3 million in 2004 (an increase of 3.2 percent per year). While the largest increase in the youth population, in absolute numbers, will be among Whites, the largest increase, as a percentage of its current size, will be among Hispanics.

Figure 2-5. Population Trends, 18-19 Year-Old Blacks and Hispanics



Source: http://www.census.gov/population (Oct 1999); Current Population Reports, P25-1130.

Table 2-5 shows educational achievement levels among different race and ethnic groups. The percent graduating from high school is shown for those over the age of 19 because most high school students have graduated by that age. Similarly, the percent of college graduates is shown for those over 23 years of age. To show recent patterns of educational achievement, we have excluded persons over 30 years of age. Differences in educational achievement among race and ethnic groups is significant: fewer Blacks and Hispanics graduate from high school, or receive college degrees than Whites. Among Hispanics, educational achievement is significantly lower for immigrants than U.S. born Hispanics. About one-half of enlistment-age Hispanics are immigrants. Although the figures are not included in Table 2-5, we also examined high school graduation rates among immigrants and non-immigrants of other race/ethnic groups. Generally, the findings were similar (e.g., fewer immigrant Whites graduate from high school than native-born Whites).

Table 2-5. Educational Achievement by Race/Ethnic Group (percent)

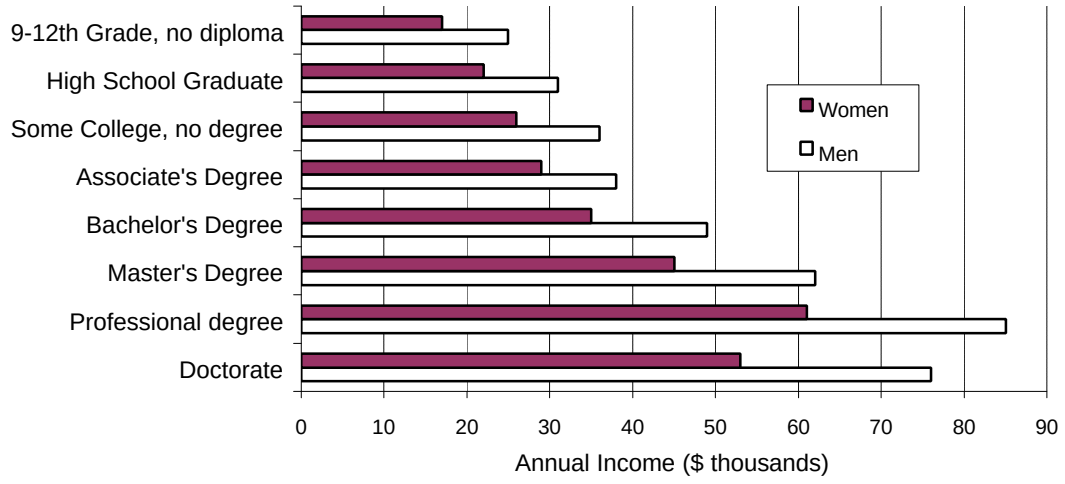
	High School Graduates Among 19-30 Year-Olds		College Graduates (BA/BS) Among 23-30 Year-Olds	
	Men	Women	Men	Women
White	91	93	31	35
Black	84	86	14	16
Hispanic	58	64	7	10
Hispanic, U.S. born	76	76	11	13
Hispanic, foreign born	44	53	5	8
Other	91	91	42	46

Note: "U.S. born" includes persons born in Puerto Rico or U.S. outlying areas, and all persons whose parents are U.S. citizens.

Source: Current Population Survey, September – November 1999.

Postsecondary Education Aspirations. Most youth aspire to go to college. The 1999 YATS results show 82 percent of male high school seniors and 91 percent of female high school seniors planned to continue their education after high school. Eighty-nine percent of those who plan to continue hoped to get at least a Bachelor's degree. The motivation for higher education is clear. Higher education means higher relative salaries. In 1997, adults 18 and older holding a bachelor's degree earned an average annual income of $40,478 compared to a $22,895 annual income earned by those with only a high school diploma. Figure 2-6 shows the median income for men and women, 25 years old and over, by educational achievement.

Figure 2-6. Median Income, Men and Women 25 Years-Old and Over



Note: Graph based on the median annual income of year-round full-time workers 25 years old and over (1997).
Source: Digest of Education Statistics, 1997.

Figure 2-7 shows education trends and projections. Between 1999 and 2004, the youth population is expected to increase from 3.9 million to over 4 million per age cohort (Day, Jennifer C., 1996). The number of high school graduates will increase more or less proportionally, from slightly under 3 million to over 3 million (Gerald, Debra E. and Hussar, William J., 1997). Less than half of high school graduates are men (see Table 2-5). The percent of high school graduates who have enrolled in college within a year of graduation (shown as "Immediate College Enrollment" in Figure 2-7) has been increasing gradually, from 58 percent in 1985 to 67 percent in 1997 (Snyder, Thomas D., Hoffman, Charlene M., and Gedees, Claire M., 1999). If this rate continues to increase, it would reach about 72 percent in 2005.[1] In this case, the number of high school graduates not going on to college within a year will remain nearly constant at about 900 thousand per year. Because women's educational enrollment rates are greater than men's, more than half of these will be women.

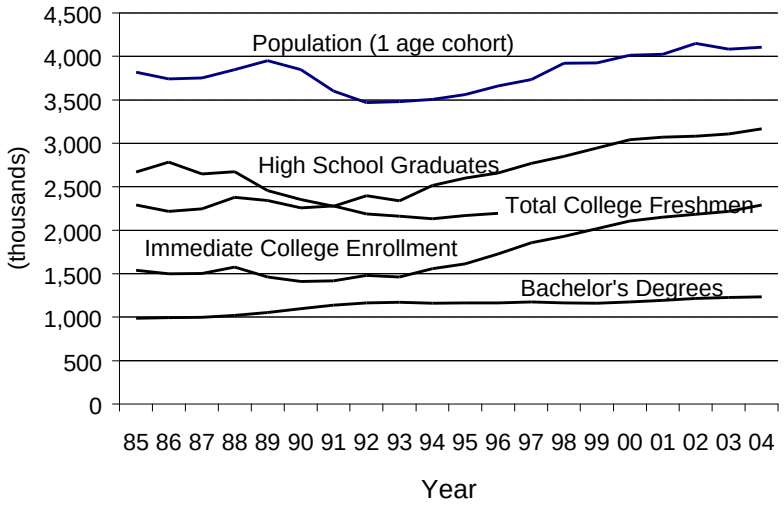
However, many youth who enroll in college do not do so within a year of graduating from high school. Thus, the "Immediate College Enrollment" shown in Figure 2-7 underestimates the percent of youth attending college. The number of youth enrolling in college for the first time is shown in Figure 2-7 as "Total College Freshmen" (Snyder, Thomas D.; Hoffman, Charlene M, and Gedees, Claire M., 1999).[2] While the number of youth enrolling in college within a year of high school graduation is about two-thirds of the number of high school graduates, first-time College Freshmen represent about 85 percent of the number of high school graduates. These figures suggest that military recruiting goals are formidable. However, the the number of youth completing some college is

[1] This is based on a simple linear projection of the 1985 through 1997 percent increase, projected to 2005.

[2] The college freshmen in a particular year are drawn from multiple preceding high school graduation classes. Thus, the fact that a college freshman class in 1991 is as large as the high school graduation classes does not imply that 100 percent of 1991 high school graduation class went to enrolled in college.

increasing steadily while the number of college graduates is increasing at a slower pace. The population of high school graduates with some college may provide a new market opportunity for military recruirting.

Figure 2-7. Educational Trends and Projections



Sources: Digest of Education Statistics, 1998;
Projections of Educational Statistics to 2008.

As the number of high school graduates going on to college increases, the cost of a post-secondary education has also increased. Table 2-6 displays college tuition rates. These figures include inflation as well as increasing education costs. In 1998 dollars[3] the average cost in the 1985-86 school year was $7,287 for all institutions, $8,210 for 4-year institutions, and $5,022 for 2-year institutions. While inflatuion adjusted costs for 2-year institutions have changed very little, the tuition costs of 4-year institutions increased by 37 percent, or about 2.6 percent per year above inflation. These costs are high, especially when compared to the about $18 thousand per year average wage of undergraduate students (see Figure 2-9). There are also cost differences between types of institutions. The average in-state tuition and fees of public 4-year institutions was $2,987 in 1996-97. The average tuition and fees for public 2-year institutions was $1,276.

[3] Adjusted by the Consumer Price Index.

Table 2-6. Average Undergraduate Tuition, Fees, Room and Board Paid by Full-Time-Equivalent Students

	All Institutions	4-Year Institutions	2-Year Institutions
1985-86	4,885	5,504	3,367
1986-87	5,206	5,964	3,295
1987-88	5,494	6,272	3,263
1988-89	5,869	6,725	3,573
1989-90	6,207	7,212	3,705
1990-91	6,562	7,602	3,930
1991-92	7,077	8,238	4,092
1992-93	7,452	8,758	4,207
1993-94	7,931	9,296	4,449
1994-95	8,306	9,728	4,633
1995-96	8,800	10,330	4,725
1996-97	9,206	10,841	4,895
1997-98	9,536	11,227	5,075

Source: Digest of Education Statistics, U.S. Department of Education, Office of Educational Research and Improvement.

As postsecondary education costs rise, students rely on a variety of economic resources. In 1999, YATS respondents currently enrolled in their freshman or sophomore years reported sources of their educational funding. Table 2-7 shows the percent of men and women affirming that each of these was a source of their college funding. For example, 68 percent of the men and 65 percent of the women affirmed that they received money from parents or relatives to support their education. They were also asked to identify the greatest source of funding.[4] Table 2.7 also includes these data.

[4] If they had mentioned only one source, it was assumed to be the greatest source of funding. Of the 1,700 college freshmen and sophomores we interviewed, slightly more than 100 mentioned only their parents as a source of funding and slightly more than 100 mentioned only their own money.

Table 2-7. Sources of College Funding, by Gender (percent)

	Men		Women	
Source	Greatest	Some Funding	Greatest	Some Funding
Parents/relatives	39	68	38	65
Student loans	14	41	17	44
Own money	24	81	16	75
Grants	10	39	12	40
Academic scholarships	8	34	12	39
Athletic scholarships	3	11	1	5

Source: 1999 YATS.

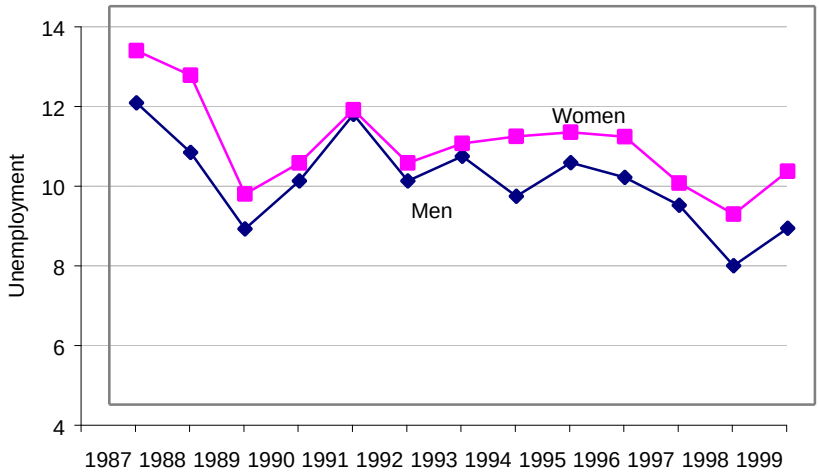
[5]The data reveal some differences among White, Black, and Hispanic men and women.

- Whites were more likely than minorities to identify their parents as a source of funds.
- Minorities were more likely to mention grants as a source of funds—Blacks more than Hispanics.
- Hispanic men were more likely to mention athletic scholarships.

Employment Trends. Generally, youth leaving high school face three choices: college, civilian employment, and military service. Most youth want to go to college (see previous discussion). The current economy also provides ample employment options for youth pursuing college as well as those who have stopped pursuing their education. Figure 2-8 shows that unemployment among high school graduates who are not students and have not earned a Bachelor's degree has declined significantally since 1995, although it rose slightly in 1999.

[5] The number of minority men and women included in this sample was small—ranging from 50 Black men to 80 Hispanic men. Such small sample sizes mean that estimates are imprecise— ± 10 percentage points. This confidence interval was computed using the standard formula $1.96\sqrt{pq/n}$.

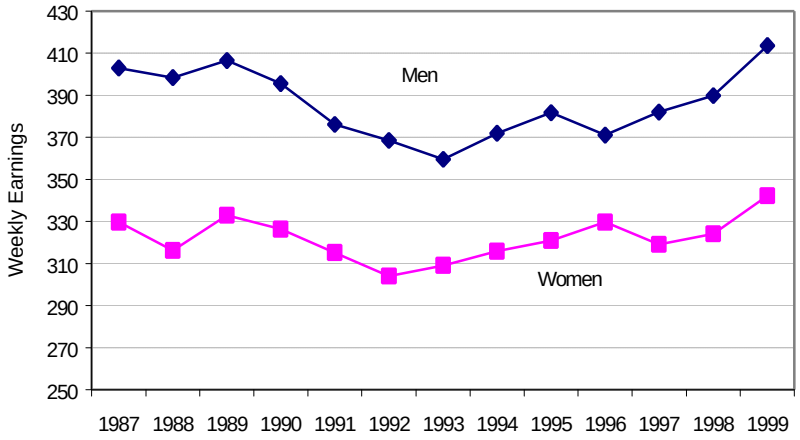
Figure 2-8. Percent Unemployment Among 19-24 Year-Old High School Graduate Non-Students Who Do Not Have Bachelor's Degrees



Source: Current Population Survey, September – November monthly files.

Figure 2-9 shows the median weekly earnings of the same youth. The earnings for the respondent's main job have been adjusted by the Consumer Price Index to reflect constant 1998 dollars.

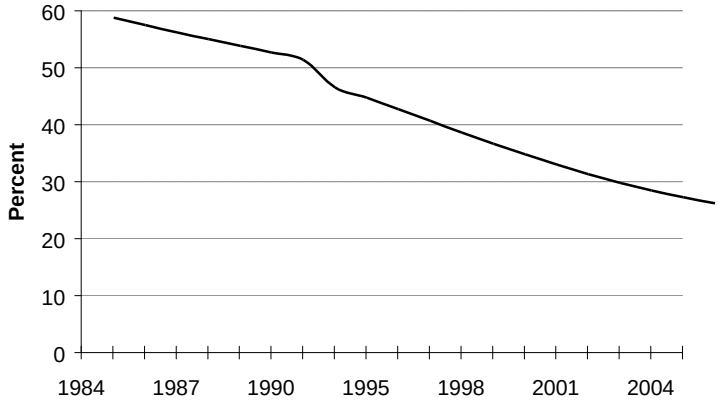
Figure 2-9. CPI Adjusted Median Weekly Earnings of 19-24 Year-Old High School Graduate Non-Students Who Do Not Have Bachelor's Degrees



Source: Current Population Survey, September – November monthly files.

The Declining Number of Veterans. Another important factor in the dwindling pool of military recruits is that there are fewer fathers of young adults who have served in the military than in the past. At the end of the Cold War, we estimate that over 40 percent of fathers of 18 year-olds had served in the U.S. Armed Forces. In 1998, only 26 percent had fathers who were veterans. By 2005, we expect only 16 percent of enlistment-eligible youth will have parents who have been in the military (Figure 2-10 and Appendix B). Studies by individual Services, including the Air Force and Navy, have found that the majority of fathers of new recruits are veterans. This suggests that sons of veterans are more likely to enlist than sons of non-veterans. Research studies also demonstrate the importance of the declining veteran population for recruiting. The decrease of parents who served in the military and increase of parents who went to college has undoubtedly contributed to today's recruiting challenges.

Figure 2-10. Percent of Veteran Fathers of YATS Age Respondents



Source: Current Population Survey, October 1990

Summary

The population of youth from which the Armed Services must recruit enlisted personnel is varied and growing. The population was described in terms of demographic variables—gender, age, school status, employment, race/ethnicity, and geographic region. These variables are intercorrelated: educational achievement obviously varies by age, as well as race/ethnicity and, more subtly, by gender. The race/ethnic composition of the population varies from one geographic region to another. The next chapter will show that these variables are all related to propensity for military service.

Secondary and postsecondary education is a driving force among emerging youth. Most youth aspire to achieve at least a Bachelor's degree. About 85 percent of high school graduates enroll in college, about 65 percent within a year of high school graduation. However, the number of Bachelor's degrees awarded each year is only about 40 percent of the number of high school graduates each year. While the number of high school graduates and the number of youth completing some college classes is increasing steadily, the number of college graduates is increasing at a much slower rate.

Employment options for youth who have completed high school but not completed college have improved in the past few years,. For these young men, unemployment has dropped from about 10 percent in 1995 to about 8.5 percent in 1999. In constant dollars, weekly earnings are also increasing for these young men.

Finally, we note that the percent of youth whose parents were in the military is decreasing. We expect the percent of enlistment-eligible youth who have parents who have been in the military to decrease—from 26 percent in 1998 to a projected 16 percent in 2005.

Overall, demographic and economic trends suggest the Services will have difficulty meeting recruiting goals. In particular, it will be increasingly difficult to meet enlistment goals without drawing either from the pool of non-high school graduates or the pool of those who have completed some college.

3. ENLISTMENT PROPENSITY FOR MILITARY SERVICE

Introduction

YATS is best known for the information it provides on youth propensity for service in the Armed Forces. This chapter presents current information on American youth's propensity for military service. Throughout this chapter, we reference different propensity measures. For all measures, "propensity" is the percent of youth indicating military service is a likely event in their future; moreover, "propensity" always refers to a response to a survey question, or to several questions.

Overview

The chapter is divided into five sections.

- The first section describes the **Propensity Measures** for active military service and service in the Reserves that are included in the YATS. It describes research showing that these measures are correlated with enlistment behavior. It also describes qualitative research that provides some insights into the circumstances and thought processes that drive youth survey responses. These insights are helpful in interpreting propensity statistics.
- The second section identifies **Propensity Related Factors**, such as gender, age, and race/ethnicity. This section provides information about these relationships.
- The third section describes **Propensity for Specific Services**. This section shows how propensity for different Services overlaps (youth express propensity for multiple Services) and how propensity for active duty correlates with propensity for the Reserves. Demographic differences in Service-specific propensity are noted.
- The fourth section describes **Trends in Propensity**, showing how propensity has changed in the transition from the military that confronted Communist forces through the Cold War to the reduced military of the post Cold War era. This section displays distinct trends for aided and unaided propensity, for Service-specific propensity, and for race/ethnic groups.
- A **Summary** section concludes the chapter.

This chapter is related to the other chapters in this report. This chapter shows how many of the demographic variables presented in Chapter 2 are related to propensity for military service. While this chapter describes propensity for military service, Chapter 4 provides insight into reasons for entering military service and barriers to military service. Chapter 5 describes recruiting advertising, and shows its relationship to demographic considerations and other recruiting efforts.

Propensity Measures

The questions measuring youth propensity have remained unchanged since the first YATS survey was conducted in 1975. Prior to any mention of military service by the YATS interviewer, respondents are asked about their future plans:

> ***"Now let's talk about your plans (after you get out of high school/for the next few years). What do you think you might be doing?"***

Common responses include going to school, working, and entering the military. Respondents are encouraged to indicate all of the things they might be doing, and those who mention military service in general, or one of the Services specifically, are counted as having provided an "unaided mention" of military service—"unaided" because the topic of military service is

first mentioned by the respondent, not the interviewer. "Unaided propensity" is the percent of respondents providing an unaided mention of future military service. After the discussion of future plans, each respondent is asked:

> ***How likely is it that you will be serving on active duty in the* [*Army, Navy, Marine Corps, Air Force, Coast Guard*]?**

The question is asked for each Service. The order of the questions changes from one respondent to the next to eliminate any order effect. Those who say they will "definitely" or "probably" be serving on active duty are counted as having propensity for the Service named. Propensity for a specific Service is reported as the percent of respondents who indicate propensity for that Service. "Active composite propensity" is the percentage who indicate a propensity for one or more of the four active DoD Services[1]—Army, Navy, Marine Corps, and Air Force. YATS also includes questions similar to that above, asking about service in the Reserves and National Guard.

> ***How likely is it that you will be serving in the* [*Reserves, National Guard*]?**

Since 1990, these questions have followed questions about active duty. Half the respondents, randomly selected, are asked first about service in the Reserves, then are asked about service in the National Guard. The other half of respondents are asked about service in the National Guard first. "Reserve composite propensity" is the percentage who indicate they will "definitely" or "probably" serve in either in the Reserves or National Guard.

Research shows that YATS propensity measures are valid measures of enlistment behavior. A recent RAND study (Orvis, Sastry & McDonald, 1996) shows that high-quality youth[2] providing an unaided mention of plans to enlist are seven times more likely to enlist than those who say they will "probably not" or "definitely not" serve. Those who, in response to a direct question about the military, say they will "definitely" or "probably" serve are three times more likely to enlist than those who say they will "probably not" or "definitely not" serve. This study is not unique. RAND found substantially the same relationships in previous studies (Orvis, Gahart, & Ludwig, 1992). Brice Stone et al. found similar results in a 1993 study (Stone, Turner, & Wiggins, 1993). The empirical predictive validity of YATS propensity as a measure of enlistment behavior has been shown repeatedly over the past 15 years.

The empirical validity of propensity notwithstanding, some discussion of the nature of what YATS measures is merited. In general English usage, propensity might be defined as a natural inclination or predisposition to do something. An analysis by Orvis (1992) suggests that these measures capture an "underlying attitudinal or taste-for-service dimension." Thus, they have a propensity for military service.

Youth who think they will probably not serve in the military do not necessarily have a predisposition against military service, however. To help us understand factors influencing youth's propensity responses, we recently conducted in-depth interviews with over 200 young men and women (Berkowitz et al., 1997, Berkowitz, et al., 1999). These differed from the normal YATS interviews in the level of structure of the interview. In the normal YATS interviews, interviewers are required to read each question verbatim, and responses are tabulated in accord with specific instructions. In the in-depth interviews, the interviewers conducted conversations with youth about a prescribed range of topics dealing with career decisions and

[1] Except in wartime, the Coast Guard is part of the Department of Transportation.

[2] High school students and high school graduates whose AFQT score is projected to be in the top half of the population.

attitudes toward military service. Thus, the detailed qualitative data from the in-depth interviews provide greater understanding of the factors affecting youth responses to propensity questions. The following examples from these interviews show the variety of circumstances affecting youth's propensity for military service.

- Alfred[3] has known since he was 13 that he wanted to join the Army. His life plan is modeled after his father. He expects to take Army ROTC in college, graduate as a commissioned officer, retire from the military, and get a civilian job where he "won't have to wear a suit."
- Bob turned down a college football scholarship because he thought he could do better. He recently lost a part-time job as a server and busboy, and does not see college as an option. He expects to enlist.
- David grew up in a family with constant worries about making ends meet. He dropped out of college after a very marginal freshman year. His friends in college also got caught up in partying and dropped out even sooner. He plans to enlist in the Navy for 4 years, and use this experience to develop better discipline and save money for college.
- Frank has only recently learned that he has been awarded full football scholarships to several 4-year universities. Before receiving notification, he was seriously considering enlisting as a way of paying for college. At that time, he was concerned that a shoulder injury sustained during his senior year of high school might keep him from getting offers.
- Harry, a high school senior, is waiting to hear about the outcome of his applications for financial aid and scholarships for college. "If I don't got the money to pay or the student aid scholarships, I'll just have to go into the military—because they have that G.I. Bill stuff."
- Ike's position varies: "I can be sure one day and the next don't know." He feels his parents say the choice is up to him because they do not want to get blamed if he "messes up."
- John's father dropped out of college and joined the Marines to "straighten himself out." The father feels strongly his son should not have to do the same.
- Kevin, soon to graduate from college, considers the military bureaucratically hidebound, rewarding obedience and conformity, and sees himself as thriving best in milieu that encourage individual initiative and risk-taking.
- Larry opposes military service on moral and religious grounds.
- Neal's commute from the Bronx to Queens to work is about as far from home as he wants to go.

These stories, and others like them, help interpret our propensity statistics. Generally, responses are consistent with the wording of the propensity questions: they reflect the respondent's current appraisal of the "probability" of entering military service. "Taste" for military service clearly plays a role (consider Alfred, Kevin, Larry, and Neal). Current circumstances, which might change rather quickly, also affect the likelihood that a youth will choose to enter the military (consider Bob, David, Frank, and Harry).[4]

[3] The bulleted stories are true; the names are fictitious.

[4] The in-depth interviews provided insight into the changeable nature of propensity, but the phenomenon is not new. *Youth in Transition* (Bachman, 1979), which evaluated propensity of the same individuals at multiple points in their high school career, found that most youth who said they were likely to enter military service one year had revised their assessment the following year. RAND (Orvis, 1996), finds that half of the YATS respondents enlisting had previously indicated they would "probably not" or "definitely not" enter military service, indicating clearly that many youth reconsider their propensity for military service.

The changeable nature of each individual's plans does not lessen the significance of propensity as a measure of interest in military service. The unemployment status of each individual in the labor force can change from one day to the next. Nonetheless, the unemployment rate is a valuable measure of the economy. The propensity of each youth may change with changing circumstances. Still, propensity—the percentage of youth at a particular point in time who feel they will "definitely" or "probably" enter the military—provides a useful measure of the difficulty the Services will encounter in meeting recruiting goals.

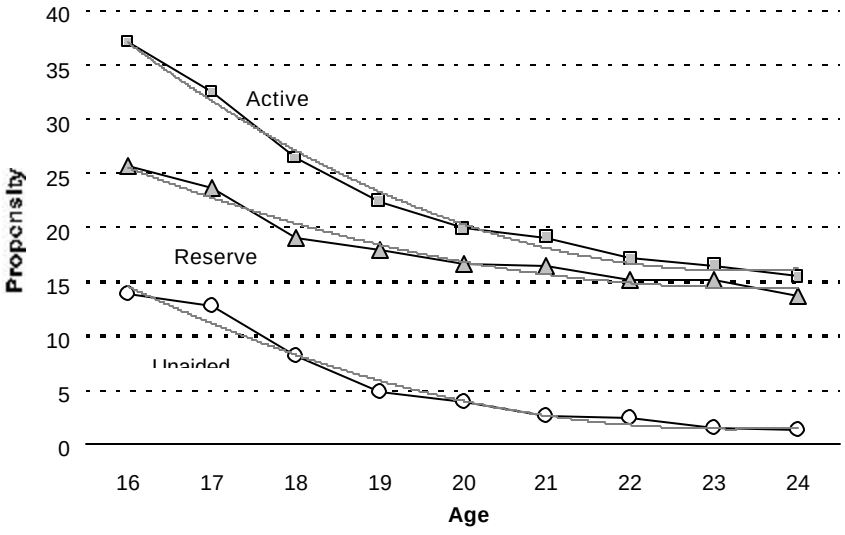
Finally, we should note that, while we tend to think of these YATS questions as a measure of *enlistment* propensity, our in-depth interviews remind us that some youth's plans include entering one of the Service Academies, or taking ROTC in college. Alfred's story is a case in point.

Propensity-Related Factors

Propensity for military service is related to a number of demographic variables. These relationships have been fairly stable over a number of years. This section identifies several factors related to propensity, and shows the nature and strength of these relationships. In general, results in this section are based on data from the 1993 through 1999 YATS administrations. Exceptions are noted.

Gender and Age. As shown in Figures 3-1 and 3-2, propensity decreases with age. In these Figures, which show unaided, active, and Reserve composite propensity, the smooth lines are regression curves, based on 1993 to 1999 YATS data.

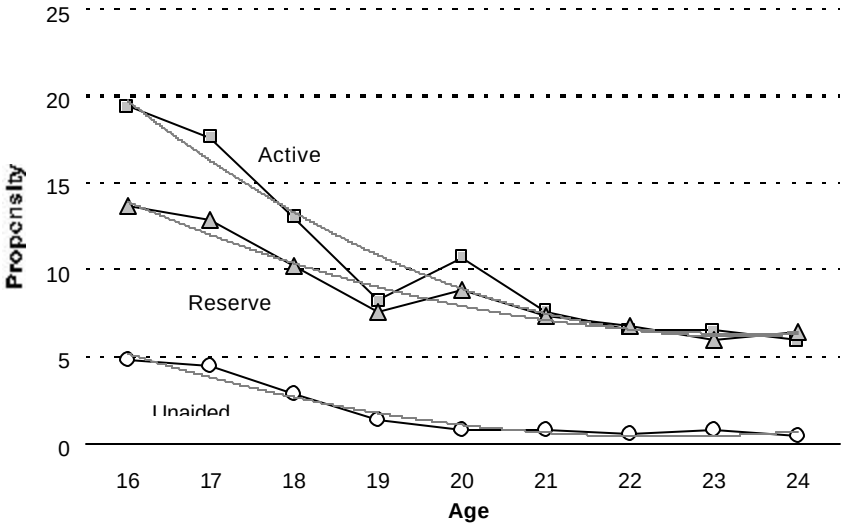
Figure 3-1. Relationship of Propensity to Age Among Young Men



Note: Broken lines are observed averages for the combined 1993 through 1999 YATS data. Trendlines are second-degree polynomial regression curves fit to observed averages.

Source: 1993 – 1999 YATS

Figure 3-2. Relationship of Propensity to Age Among Young Women



Note: Broken lines are observed averages for the combined 1993 through 1999 YATS data. Trendlines are second-degree polynomial regression curves fit to observed averages.

Source: 1993 – 1999 YATS

As Figures 3-1 and 3-2 show, propensity declines rather dramatically with age: the propensity of 16-17 year-olds is two or three times greater than the propensity of youth over 20. The figures also show that, among the youngest men and women, propensity for active service is higher than for service in the Reserve or National Guard units. The difference, however, decreases with age, and 21-24 year-olds have approximately the same propensity for Reserve as for active service. It is also clear that young men have considerably greater propensity for military service than young women. In-depth interviews with women (Berkowitz et al., 1999) suggest that many young women place a high value on maintaining close relationships with their family and with close friends, and are more reluctant than young men to break these ties by joining the military. The strength of family ties, and their impact on propensity for military service is shown in the next chapter as one of the reasons offered for not entering military service. The in-depth interviews also suggested many women place a high value on careers that help people (many are particularly interested in health care). Thus, there are reasons to expect that fewer women than men will be interested in military service.

Scholastic Status. Propensity also varies by scholastic status. In general, persons with higher levels of educational achievement are less likely to indicate a propensity for military service. It should be noted that, among high school students, propensity for active service is somewhat higher than for Reserve/Guard service. Among college students and high school graduates, the differences are in the same direction but much smaller. In many cases, approximately equal numbers of these youth express propensity for active as for Reserve service.

Table 3-1. Propensity by Education, Gender

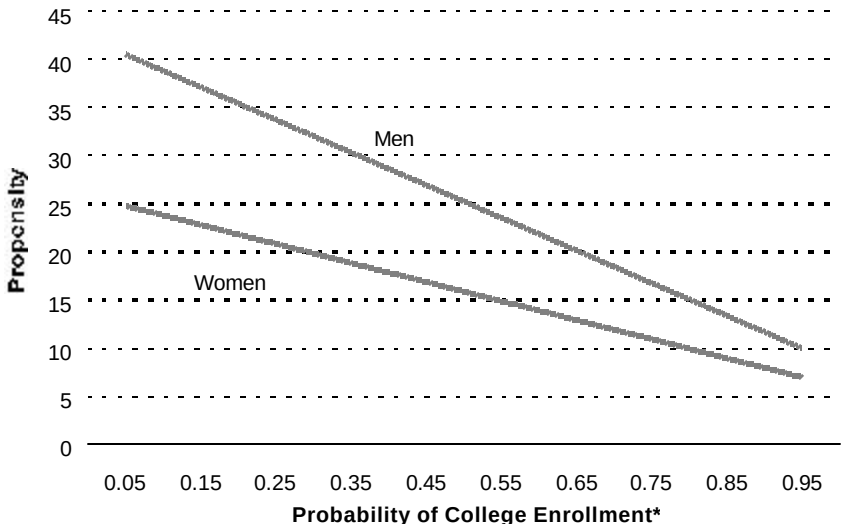
Education Level	Men			Women		
	Unaided Propensity	Active Composite Propensity	Reserve Composite Propensity	Unaided Propensity	Active Composite Propensity	Reserve Composite Propensity
			Students			
H.S. Juniors	14	37	25	6	19	14
H.S. Seniors	12	30	22	5	16	12
Postsecondary Vo-Tech	3	17	15	0	7	7
2-Year College	2	16	15	1	7	7
4-Yr College						
Freshmen	2	12	12	0	6	6
Sophomores	1	10	9	0	4	5
Juniors	1	9	9	0	5	4
Seniors	2	8	6	0	3	2
Graduate Students	1	7	6	0	2	1
			Non-Students			
H.S. Dropouts	5	31	25	1	12	10
H.S. Grads (no college)	4	19	16	1	8	7
Some College (not BS)	1	11	11	0	6	6
College Grads (BS +)	1	5	4	0	2	1

Source: 1993 – 1999 YATS

Educational Prospects. Historical YATS data also show that propensity varies, not only by one's educational achievements or status, but also as a function of one's educational prospects.[5] Figure 3-3 illustrates the relationship between propensity for military service and the likelihood of attending college. Among school seniors who are very unlikely to go to college, about 40 percent of the males and 25 percent of the females indicate a propensity for military service. Propensity is around 10 percent for both male and female high school seniors who are most likely to attend college a year after high school graduation. Thus, it appears that propensity is inversely related to one's educational prospects, as well as one's educational status.

[5] In the 1991, 1992, and 1993 YATS administrations, half of the respondents had been interviewed previously. Thus, we were able to identify which of the high school seniors interviewed in a particular year were, in fact, full time college students the following year. Furthermore, we were able to identify factors that were predictive of college attendance, and to predict with modest accuracy the probability that a particular respondent would, in fact, be a full-time college student the year after he or she was a high school senior. The predictive factors: the highest math course taken in high school (first year algebra through calculus), whether they took business math, whether they said they planned to go to college full time, whether they had taken college entrance examinations, high school grades, whether their mother had gone to college, and whether, as a high school senior they were 17 years old (some are 18).

Figure 3-3. Relationship of Propensity for Military Service to High School Seniors' Likelihood of Attending College Within a Year of Graduation



* The algorithm for estimating probability of college attendance was taken from 1990-1993 base-year interviews and 1991-1994 follow-up interviews. Propensity data in this figure are 1993-1999 YATS.

Source: 1990 – 1994 YATS, 1993 – 1999 YATS

Employment Status. Propensity also varies by employment status. Because employment is likely to be much more important to nonstudents than to students, the relationship of employment to propensity was examined for students and nonstudents separately (Table 3-2). Clearly, youth who are unemployed and looking for work have a higher propensity for military service than do those who are employed, or are not looking for work.

Table 3-2. Propensity by Employment, Gender

	Men			Women		
Education Level	Unaided Propensity	Active Composite Propensity	Reserve Composite Propensity	Unaided Propensity	Active Composite Propensity	Reserve Composite Propensity
			Students			
Employed	7	21	16	2	9	7
Unemployed, looking	13	37	28	5	23	18
Unemployed, not looking	5	17	12	1	8	6
			Non-Students			
Employed	3	18	15	1	7	6
Unemployed, looking	6	29	24	1	15	13
Unemployed, not looking	5	20	15	0	6	6

Source: 1993 – 1999 YATS

Employment Prospects. Propensity depends on employment prospects as well as employment status. YATS provides two measures of perceived employment prospects: anticipated civilian earnings compared to military service, and perceived difficulty in finding a job. To evaluate perceived earnings, nonstudents are asked whether, over the next few years, they would expect to earn more in the military or in a civilian job. Students are asked a similar question: whether they would make more in a military or a civilian job after they finish their education. As Table 3-3 shows, propensity is considerably higher among those who would expect to earn more in the military than in a civilian job.

Table 3-3. Propensity by Income Prospects in Military vs. Civilian Jobs

	Men			Women		
Expected relative earnings in military vs. civilian employment	Unaided Propensity	Active Composite Propensity	Reserve Composite Propensity	Unaided Propensity	Active Composite Propensity	Reserve Composite Propensity
More in military job	16	45	33	5	21	16
Military/civilian same	7	22	17	1	10	8
More in civilian job	2	13	11	1	5	4

Source: 1995 – 1999 YATS

YATS also asks youth how difficult it is go get a job in their community. As Table 3-4 shows, propensity increases with the perceived difficulty in obtaining a civilian job in their community.

Table 3-4. Propensity by Perceived Difficulty in Getting a Civilian Job

	Men			Women		
Perceived difficulty in getting a job	Unaided Propensity	Active Composite Propensity	Reserve Composite Propensity	Unaided Propensity	Active Composite Propensity	Reserve Composite Propensity
Almost impossible	10	35	26	3	14	11
Very difficult	8	26	21	3	14	11
Somewhat difficult	6	22	17	2	9	8
Not difficult	4	17	14	1	8	6

Source: 1995 – 1999 YATS

Race/Ethnicity. Since 1992, propensity among Hispanics males has been higher than among Black males, and Black male propensity has been higher than White male propensity (Table 3-5). The propensity of other minority populations (Asians, Pacific Islanders, American Indians, Eskimos and Aleutian Natives) is also higher than that of Whites. Propensity for Hispanic and Black females is similar and both are higher than the propensity for military service expressed by White females. Other female minority populations also express higher propensity for military service than do White females.

Table 3-5. Propensity by Race/Ethnicity

Race/Ethnicity	Men			Women		
	Unaided Propensity	Active Composite Propensity	Reserve Composite Propensity	Unaided Propensity	Active Composite Propensity	Reserve Composite Propensity
Total Population						
White	5	16	12	1	6	4
Black	8	30	26	4	19	17
Hispanic	8	39	29	2	19	15
Asian	4	26	22	0	13	12
American Indian	7	28	20	3	13	10
High School Seniors						
White	10	24	17	2	10	7
Black	14	36	30	11	28	21
Hispanic	16	44	32	5	24	17
High School Graduates						
White	1	7	6	0	2	2
Black	2	18	18	1	11	11
Hispanic	2	21	19	0	11	9

Source: 1993 – 1999 YATS

As noted earlier, educational achievement is related to both race/ethnicity (Chapter 2) and propensity (Table 3-1). As Table 3-5 shows, educational achievement alone does not explain differences in propensity between Whites and minorities. The propensity of White high school seniors and White high school graduates who have not gone on to college is considerably lower than that of Blacks and Hispanics[6] with the same level of educational achievement.

Parents' Education. In the in-depth interviews, we sought, among other things, to better understand factors affecting career decision-making in general, and consideration of military service specifically. These interviews suggested that children of educated, affluent parents were unlikely to seriously consider military service—or, at least, they did not consider enlisting. Survey information from enlisted personnel[7] show limited support for this finding.

In Fiscal Year 1997, 17 percent of a representative sample of active duty enlisted recruits reported their mother had not completed high school, while 19 percent said their mother had graduated from college. Comparable figures for the civilian population were 15 percent and 21 percent.[8]

[6] Separate estimates for Asians, Pacific Islanders, American Indians and Eskimos who were high school seniors or high school graduates were not included because of sample size restrictions (they represent significantly smaller portions of the population, and of the YATS sample, than Blacks or Hispanics).

[7] The Survey of Recruit Socioeconomic Backgrounds collected information from a representative sample of about 20,000 new recruits annually.

[8] These figures are reported in *Population Representation in the Military Services* (FY 1997, page 7-6). Data on military recruits is taken from the on-going survey of recruit socioeconomic backgrounds and is based on approximately 15,000 active-duty recruits. Civilian comparisons are drawn from the Current Population Survey.

As Table 3-6 shows, high school juniors and seniors whose mothers who have graduated from college have a lower propensity than do those whose mothers have not. In addition, those whose mothers who have graduated from high school have a lower propensity than those whose mothers have not. The difference in propensity, however, between children of high school graduates who have completed some college courses (but not graduated) and sons of mothers who have only completed high school is quite small.

Table 3-6. Propensity of High School Juniors and Seniors by Mother's Education

	Men			Women		
Mother's Education	Unaided Propensity	Active Composite Propensity	Reserve Composite Propensity	Unaided Propensity	Active Composite Propensity	Reserve Composite Propensity
Less than H.S. Grad	19	50	33	8	27	21
H. S. Grad	14	35	23	6	19	14
Some College	13	33	25	4	16	11
College Graduate	10	23	18	3	11	8

Source: 1993 – 1999 YATS

Marital Status. The relationship of marriage to propensity for military service is complex. Marital status, like propensity, varies with age and education: younger men and women are less likely to be married, and nonstudents are more likely to be married than students. Among high school grads, single men and women are significantly more likely to express propensity for military service than are their married counterparts. The propensity of single men is 10% higher than that of married men. As one might expect, marriage has a more dramatic negative effect on the propensity of women.

Influencers with Military Experience. Information from different sources suggests that veterans and current military members have a positive influence on enlistment. Many YATS respondents point to contact with persons who are or have been in the military as a basis for changing interest in military service (see Chapter 4). A Navy study (Schmitz & Boyer, 1996) found that enlistment rates are correlated with military/veteran population—youth from counties with high military/veteran populations are more likely to enlist than those from counties with few veterans or military personnel. In recent years, we have asked YATS respondents whether their parents and close relatives have been in the military, or whether they have friends their same age with military experience.

Having friends with military experience is related to age. Sixteen year-olds will have few friends with military experience, because most of their friends will be too young to have been in the military. Older youth are more likely to have friends with military experience but, for a variety of reasons, will have lower propensity for military experience. Thus, evaluating the relationship of propensity to having friends in the military is somewhat complicated.

Examination of the 1995–1999 YATS data showed the relationship we expected among male high school seniors. One-third of male high school seniors whose fathers had been in the military expressed propensity for military service, compared to 27 percent among those saying their fathers had not been in the military. Propensity was 32 percent among male high school seniors saying they had friends with military experience, compared to 28 percent among those saying none of their friends had

been in the military. Among female high school seniors and all graduates, however, we found no statistically significant differences in propensity between those whose friends had been in the military and those whose friends had not served.

Geographic Region. Propensity for military service varies somewhat by geographic region. Over the past several years, propensity for military service has been relatively high in the South and West, and relatively low in the Northeast and North Central regions, as shown in Table 3-7. These statistics appear partly to be the result of the geographic distribution of minorities. Examination of propensity among Whites shows only relatively small regional differences, suggesting that regional differences are, to a large extent, a function of minority populations.

Table 3-7. Propensity by Geographic Region

	Men			Women		
Census Region	Unaided Propensity	Active Composite Propensity	Reserve Composite Propensity	Unaided Propensity	Active Composite Propensity	Reserve Composite Propensity
All Race/Ethnic Groups						
Northeast	5	21	17	2	12	9
North Central	5	17	13	2	8	7
South	7	24	19	3	14	12
West	6	24	18	3	14	9
Whites Only						
Northeast	5	16	13	2	8	6
North Central	5	14	11	1	6	5
South	5	18	14	2	7	5
West	5	17	12	2	9	6

Source: 1993 – 1999 YATS

Gender Differences. Clearly, from the preceding discussion, fewer women than men are interested in military service. In any particular category (e.g., H.S. seniors & Hispanics), the propensity of women was lower than that of men. In general, the differences are proportional: review of Table 3-1, for example, shows that the composite and unaided propensity of women is generally about half that of men. However, women's propensity is not uniformly half that of men. Some salient exceptions include:

- Active composite propensity of female high school dropouts is almost one third that of comparable males (Table 3-1).
- The active composite propensity for married women is one third that of married men.
- Gender differences in propensity are not consistent across different race/ethnic backgrounds. Black women's propensity is disproportionately high, relative to that of Black men, while White women's propensity is relatively low when compared to that of White men. (Table 3-5).

Propensity for Specific Services

As mentioned earlier, YATS respondents are asked the likelihood of their serving on active duty in each of the Armed Services—the Army, Navy, Marine Corps, Air Force, and Coast Guard. They are asked about each of these Services, in turn, though the order in which they are asked is randomized so that no Service is consistently mentioned first (or last).[9]

Historically, propensity has been most closely monitored for 16-21 year-olds with no more than 2 years of postsecondary education.[10] Prior to 1990, youth who had completed more than two years of postsecondary education, or had enrolled for their third year, were not interviewed. Also, prior to 1990, residents of Alaska and Hawaii were not interviewed (their exclusion has virtually no impact on propensity estimates). These limitations are appropriate for evaluating the enlistment potential of the youth market—only about 1 in 5 enlisted accessions is over 21 years old, and few have completed any college courses.[11] To assure continuity with YATS statistics from earlier years, the statistics presented in this section are limited to the population included in YATS prior to 1990.

Table 3-8 shows the propensity (percent saying they would "definitely" or "probably" be on active duty) for each active Service, and for the "National Guard" and "Reserves."

Relatively few youth express a propensity for one Service only. Most either indicate they are interested in no military service, or they indicate some likelihood with respect to multiple Services. Table 3-9 shows the percent of youth indicating a propensity for each Service who also indicate a propensity to join another Service. For example, among the men indicating they would "definitely" or "probably" be in the Army, 76 percent also indicated they would "definitely" or "probably" be in at least one other active Service.

That youth express propensity for multiple services is not surprising. Youth responding to these questions generally are independently evaluating the likelihood of different events (joining the Army, joining the Navy, etc.) on a 4-point scale ("definitely," "probably," "probably not," and "definitely not"). Even though it is very unlikely they will join two Services, they may feel it likely that they will join a Service and, as they are undecided, they may "rate" different Services the same. One might, for example, give the Army, Navy, and Air Force a "probable" rating indicating it is fairly likely they might join any of these but, because of personal preference, say they will "probably not" join the Marines.

[9] The sequence of questions in the interview schedule is: Coast Guard, Army, Air Force, Marine Corps, and Navy. A starting point is randomly selected, and respondents are asked the likelihood of serving in each Service, in the order given. For example, if Air Force is randomly selected as a starting point, the respondent is asked about the Air Force, Marine Corps, Navy, Coast Guard, and Army, in that order.

[10] Youth who have completed two years and enrolled for a third year are excluded; those who have completed two years, but not enrolled for a third year are included.

[11] *Population Representation in the Military Services*

From various sources, we know that most youth, at early stages of considering military service, are not committed to a particular service. From the in-depth interviews, we know that many individuals talk to recruiters from different services (and sometimes pick a particular Service based on personal interactions with the recruiter rather than a commitment to the branch the recruiter represents).

Table 3-8. 1999 Propensity: Active Duty and National Guard/Reserves

Service	Men	Women
Army	12	6
Navy	11	7
Marine Corps	12	4
Air Force	13	8
Coast Guard	9	5
National Guard	11	5
Reserves	16	9

Source: 1999 YATS

Table 3-9. Percent of Youth Indicating Propensity for Multiple Active Services

Reference Service	Men	Women
Army	76	74
Navy	78	71
Marine Corps	73	89
Air Force	72	66
Coast Guard	80	79

Source: 1999 YATS

Just as there was considerable overlap in the population of youth saying they are likely to serve on active duty in different Services, there is considerable overlap with interest in National Guard or Reserve service. As Table 3-10 indicates, approximately 3 out of every 4 young men and women who said they would "definitely" or "probably" serve in the Reserves or National Guard had also indicated a propensity to serve on active duty. Of those saying they would serve in the Reserves, a third or more indicated they would "definitely" or "probably" serve in the National Guard. Of those indicating propensity for the National Guard, over half indicated propensity for the Reserves as well. The implication is that most (but not all) youth saying they will "definitely" or "probably" serve in the Reserves/National Guard do not seem to have an exclusive propensity for the Reserves or Guard. Rather, they seem to be saying that military service is one of the various things they might do, and service in the Reserves or National Guard is a likely alternative.

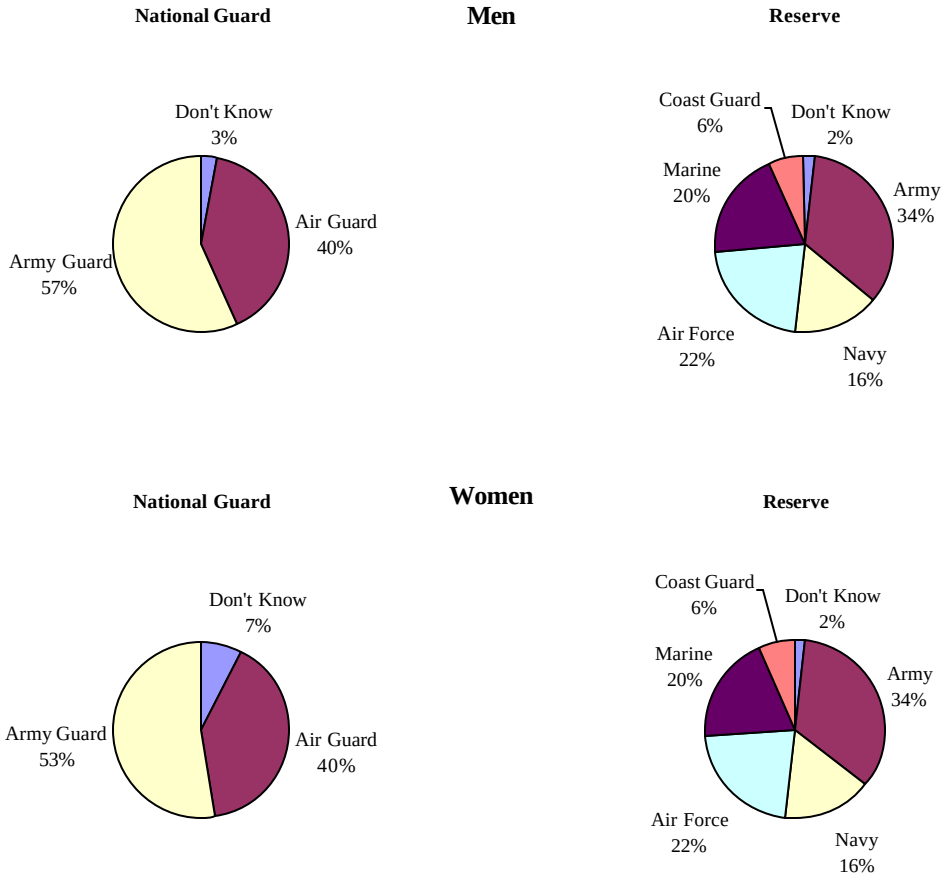
Table 3-10. Percent of Youth Indicating Propensity for Both Active and Reserve Service and for Both Reserves and National Guard

	Men		Women	
	Active	Other Reserve	Active	Other Reserve
Reserves	75	39	73	34
National Guard	77	62	72	56

Source: 1993 – 1999 YATS

Respondents who indicate they will "definitely" or "probably" serve in the Reserves are asked in which branch (Army, Navy, Marine Corps, Air Force, or Coast Guard) they are likely to be serving. Similarly, those who indicate they may be serving in the National Guard are asked to indicate whether they are likely to serve in the Army National Guard or the Air National Guard. Figure 3-4 provides estimates of the percent of young men and women expressing propensity to serve in different branches of the Reserves and National Guard.

Figure 3-4. National Guard and Reserve Propensity by Gender



Source: 1999 YATS

Service Differences. Historically, propensity for some Services has been higher than for others. More youth, for example, have indicated they were likely to join the Air Force than have indicated they were likely to join the Marine Corps. In general, the factors related to propensity for one Service are the same as those related to propensity for any other Service. Factors related to propensity for service in the Reserves are the same as factors related to propensity for active duty service. Not only are the factors the same, but the quantitative relationships are similar. For example, Figures 3-1 and 3-2, which show the relationship of age and unaided or active composite propensity might, with appropriate adjustment of the propensity scale, would also show the relationship of age and propensity for the Army, Navy, National Guard, etc. There are a few relatively minor exceptions:

- Women have a relatively low propensity for the Marine Corps. In the past few years, women's propensity for most Services has been about half that of men; women's propensity to join the Marines is about a third that of men.
- Hispanics have relatively high propensity for the Marines.
- Male high school dropouts have relatively low propensity for the Air Force; college graduates have relatively high propensity for the Air Force. Among women, propensity for the Air Force seems to decline less with education level than for the other Services.
- Mother's education has a somewhat lower correlation to Air Force propensity than with propensity for other Services; mother's education has a relatively high correlation with propensity for the Army and Marine Corps.

Trends in Propensity

Fewer youth today have a propensity for military service than during the last years of the Cold War. In general, young men's propensity for military service rose during the 1980's, reached a high point in 1991 following Operation Desert Storm, dropped precipitously in 1992, and continues to slowly decline. In general, young women's propensity has remained relatively stable over the past 15 years. However, these patterns are not universal: trends in propensity differ for aided and unaided propensity, differ by race/ethnic group, and differ by Service.

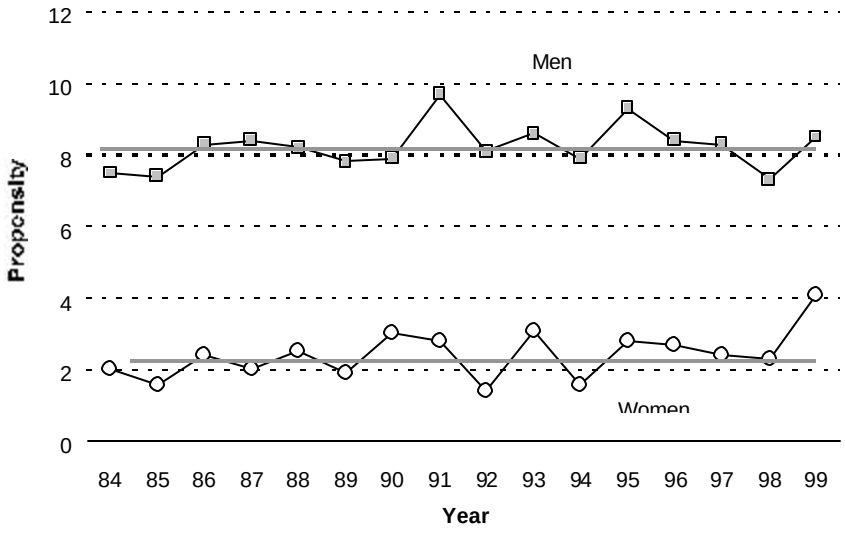
The figures in this section show observed values of propensity for each year since 1984, and include trendlines suggesting long-term trends.[12] To a small degree, the observed values will include some sampling error. In the following charts, sampling error will almost always be less than 2 percentage points, and usually less than 1 percentage point. That is, the propensity estimate shown for a particular year will usually be within 1 percentage point of what we would find if we interviewed every youth in America. For minority populations (Blacks and Hispanics), sampling error will be larger because estimates are based on fewer observations. For minorities, sampling error will almost always be less than 6 percentage points and usually less than 3 percentage points.

[12] Generally, we fit linear regression lines to observed data for two periods: 1984 – 1989 and 1993 – 1999. In many instances, the fitted regression line was very nearly level; in those cases, we simply inserted a constant trendline. In some instances, the 1993 – 1999 trend appeared to be a continuation of the 1984 – 1989 trend; in such cases, a single trendline was fit. In many instances, the regression line, fit for example to 1984 – 1989 data, is extended to illustrate a continuing trend, or departure from the trend. While the trendlines we have included fit the data reasonably well, the reader should note that other trendlines might also fit the data reasonably well. The notes below each figure explain the procedures used for the trendlines in the figure.

Detailed tables of the most recent data shown in this section (1990 through 1999) are in Appendix D. Appendix D includes propensity estimates, estimates of standard errors, and sample sizes.

Figure 3-5 shows "trends" in unaided propensity—the percent of youth volunteering, without prompting from the interviewer, that military service is among their plans for the next few years. On average, since 1984, about 8.3 percent for men and 2.3 percent for women have volunteered that they expect to serve in the military.

Figure 3-5. Unaided Propensity Trends



Note: The trendline for both men and women is the average value for 1984 – 1999. Detailed data are shown in Appendix D, Table 11.

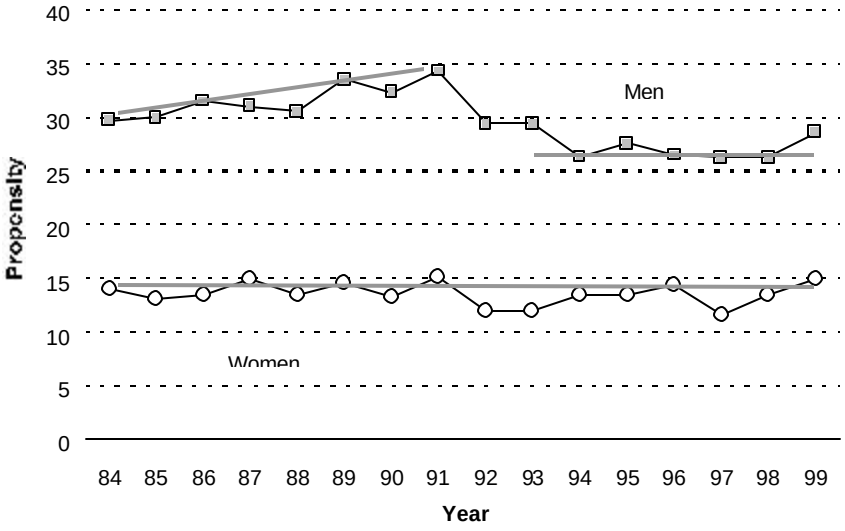
Source: 1984 – 1999 YATS

As suggested by the trendlines, there seems to be little if any change over the past decade in this percentage for men. The variation around the trendline is hardly greater than might be expected by chance,[13] and deviations from the constant trendline do not seem to follow a pattern. For women, however, the trend line shows a slight upward movement. In fact, 1999 unaided propensity for young females is significantly greater than that reported over the last five years.

[13] By chance, we would expect about 2/3 of the data points to be within one "standard error of measurement" of the trendline, and about 19/20 to be within two standard errors of measurement. For most years, the standard errors are shown in Appendix D, Table 11.

Figure 3-6 shows trends in Active Composite Propensity—the percent of responding to specific questions about the Army, Navy, Marine Corps, and Air Force, saying they will "definitely" or "probably" be on active duty in the next few years. Active Composite Propensity has changed significantly in the past several years. From 1984 through 1991, young men's propensity for military service increased about ½ percentage point per year. Between 1991 and 1994, it dropped considerably—from nearly 35 percent to about 26 percent. From 1995 through 1999, young men's propensity has been nearly constant, but 1999 shows a significant increase, to 29 percent. Although women's propensity has fluctuated somewhat, the long-term trend is constant.

Figure 3-6. Active Composite Propensity Trends

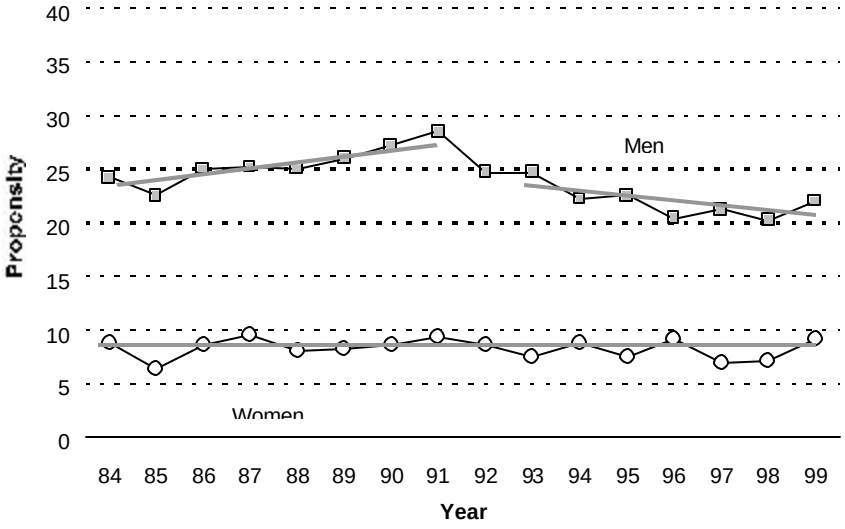


Note: The first trendline for men is based on 1984 – 1989 propensity, projected to 1991. The second trendline for men is the average value for 1994 – 1999. The trendline for women is the average value for 1984 – 1999. Detailed data are shown in Appendix D, Tables 1 and 2.

Source: 1984 – 1999 YATS

Figure 3-7 shows Active Composite Propensity trends among White youth. Given that approximately 70 percent of youth are White, it is not surprising that trends in propensity among White youth closely resemble trends among all youth. Among young White men, propensity trended upwards through the 1980s, increasing about ½ percentage point per year. Between 1992 and 1998, White men's propensity has trended downward (on average three-quarters of a percentage point per year). Around 8 percent of young White women have said that they would "definitely" or "probably" serve since the 1980s.

Figure 3-7. Active Composite Propensity Trends Among White Youth

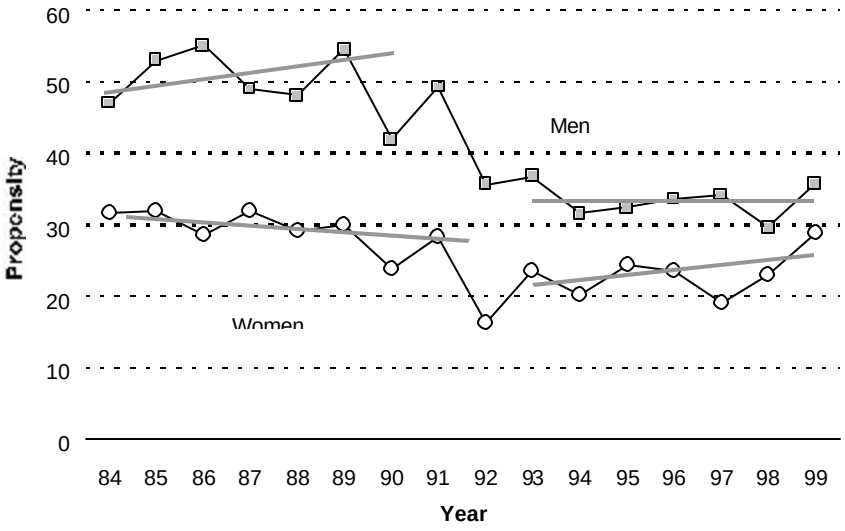


Note: The first trendline for men is based on 1984 – 1989 propensity, projected to 1991. The second trendline for men is based on 1993 – 1999 propensity. The trendline for women is the average value for 1984 – 1999. Detailed data are shown in Appendix D, Tables 14 and 15.

Source: 1984 – 1999 YATS

Figure 3-8 shows Active Composite Propensity trends among Black youth. In the late 1980s, young Black men's propensity was high and increasing. In 1990, during Operations Desert Shield/Desert Storm, Black men's propensity dropped considerably. At that time, Black leadership in this country suggested that, in the event of a ground war in Iraq, young Blacks would suffer heavy casualties. Black men's propensity appeared to rebound in 1991, but dropped again in 1992. Black men's propensity remains considerably below levels experienced in 1989 and preceding years. The past few years, Black men's propensity has remained around 33 percent. In contrast, young Black women's propensity appears to have been declining in the late 1980s. Black women's propensity has shown a slight increase over the past 7 years.

Figure 3-8. Active Composite Propensity Trends Among Black Youth

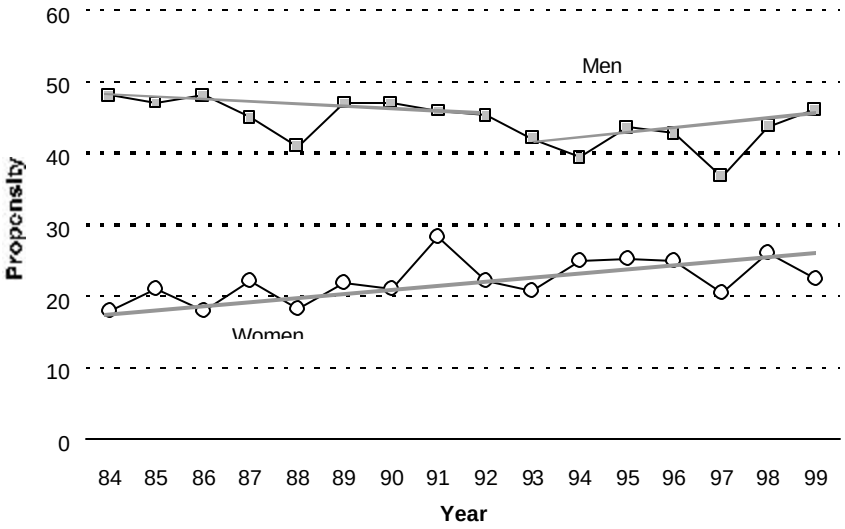


Note: The first trendline for men is based on 1984 – 1989 propensity, projected to 1990. The second trendline for men is the 1993 – 1999 average. The first trendline for women is based on 1984 – 1989 propensity, projected to 1991. The second trendline for women is based on 1993 – 1999 propensity. Detailed data are shown in Appendix D, Tables 14 and 15.

Source: 1984 – 1999 YATS

Figure 3-9 shows Active Composite Propensity trends among Hispanic youth. The data indicate a long-term downward trend in Hispanic men's propensity for military service from the mid-1980s Into the 1990s. However, the pattern from 1993 through 1999 indicates a gradual increase in Hispanic male propensity. Hispanic women's propensity appears to be gradually increasing.

Figure 3-9. Active Composite Propensity Trends Among Hispanic Youth

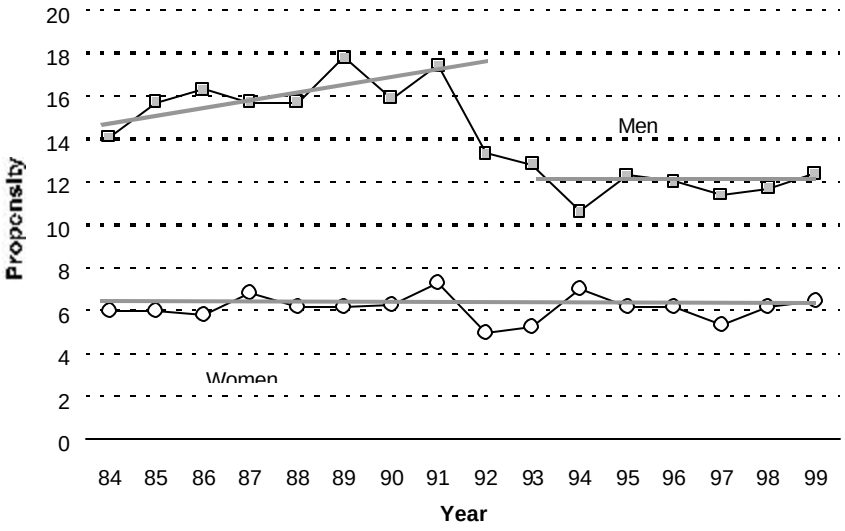


Note: The first trendline for men is based on 1984 – 1992 propensity. The second trendline for men is based on 1993 – 1999 propensity. The trendline for women is based on 1984 – 1999 propensity. Detailed data are shown in Appendix D, Tables 14 and 15.

Source: 1984 – 1999 YATS

Figure 3-10 through 3-14 shows trends in propensity for active service in each of the Services. Generally, these match trends in Composite Active propensity. Figure 3-10, showing trends for the Army, shows men's propensity increasing in the 1980s (about ½ percentage point per year), but dropping sharply from 1991 to 1992. Approximately 12 percent of young men have indicated propensity for the Army the past few years. Women's propensity for the Army has been relatively constant at approximately 6 percent.

Figure 3-10. Trends in Propensity for Service in the Army

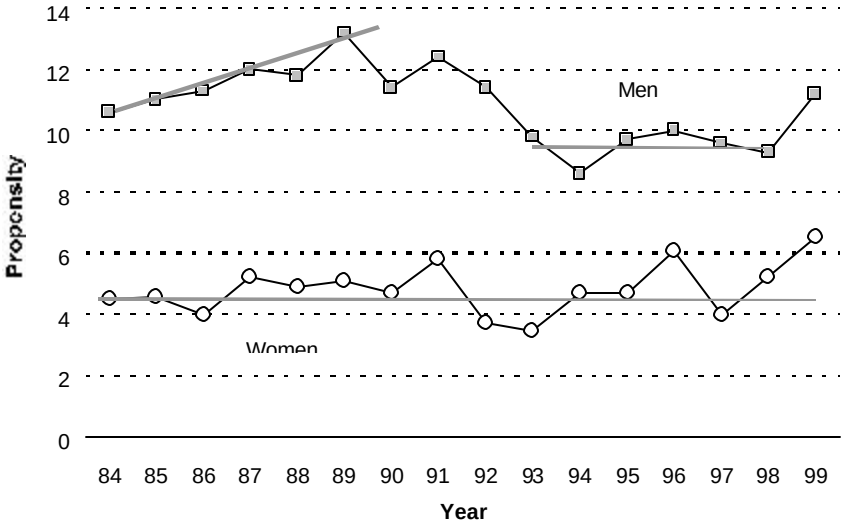


Note: The first trendline for men is based on 1984 – 1989 propensity, projected to 1992. The second trendline for men is the average value for 1993 – 1999. The trendline for women is the average value for 1984 – 1999. Detailed data are shown in Appendix D, Tables 3 and 4.

Source: 1984 – 1999 YATS

Figure 3-11 shows a similar pattern for the Navy. Men's propensity increased about ½ percentage point per year in the late 1980s, but dropped considerably following Operation Desert Storm. The past few years, excluding 1999, slightly more than 9 percent of young men say they will "definitely" or "probably" enter active duty in the Navy. Young women's propensity for the Navy has fluctuated somewhat, but remained about 4.5 percent.

Figure 3-11. Trends in Propensity for Service in the Navy

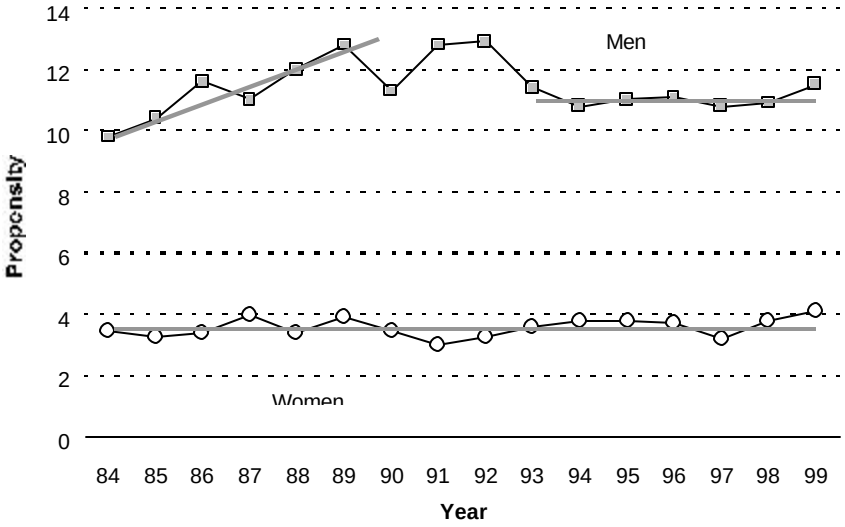


Note: The first trendline for men is based on 1984 – 1989 propensity, projected to 1990. The second trendline for men is the average value for 1993 – 1998. The trendline for women is the average value for 1984 – 1999. Detailed data are shown in Appendix D, Tables 5 and 6.

Source: 1984 – 1999 YATS

Young men's propensity for the Marine Corps, too, increased about ½ percentage point per year through the 1980s (Figure 3-12). However, the post Cold War adjustment in Marine propensity is considerably less than for the other Services, and now seems to be steady at about 11 percent. For the past 15 years, between 3 and 4 percent of young women had expressed propensity for the Marine Corps.

Figure 3-12. Trends in Propensity for Service in the Marine Corps

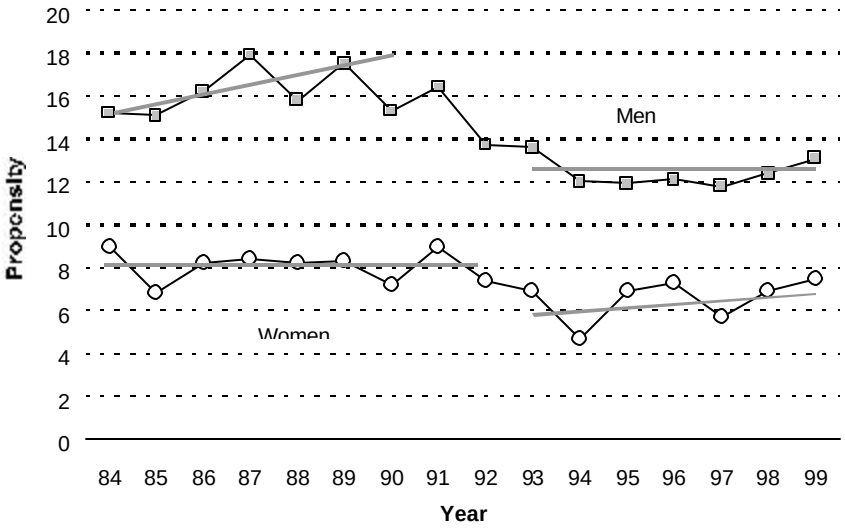


Note: The first trendline for men is based on 1984 – 1999 propensity, projected to 1990. The second trendline for men is the average value for 1993 – 1999. The trendline for women is the average value for 1984 – 1999. Detailed data are shown in Appendix D, Tables 7 and 8.

Source: 1984 – 1999 YATS

In the 1980s, young men's propensity for the Air Force (Figure 3-13) increased slightly (on average, about 1 point in 6 years). Young men's propensity for the Air Force, like their propensity for the Army and the Navy, dropped sharply following Operation Desert Storm. For the past 7 years, approximately 13 percent of young men indicate a propensity for the Air Force. Young women's propensity for the Air Force seems to be slightly lower than during the Cold War, but has been increasing slightly since 1993.

Figure 3-13. Trends in Propensity for Service in the Air Force

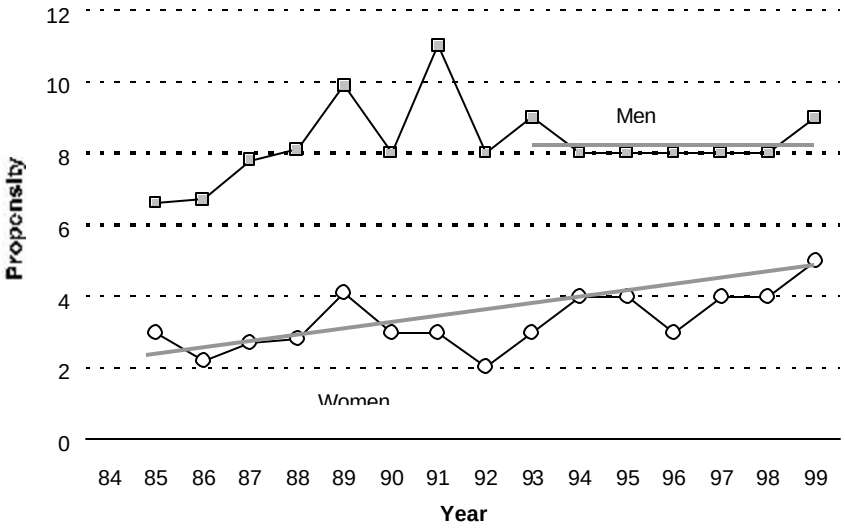


Note: The first trendline for men is based on 1984 – 1989 propensity, projected to 1990. The second trendline for men is the average value for 1993 – 1999. The first trendline for women is the 1984 – 1989 average, projected to 1992. The second trendline for women is based on the 1993 – 1999 propensity. Detailed data are shown in Appendix D, Tables 9 and 10.

Source: 1984 – 1999 YATS

Young men's propensity for the Coast Guard (Figure 3-14) increased in the 1980s, but dropped to about 8 percent after the Cold War. Women's propensity for the Coast Guard seems to be increasing very slightly (about 2 points in 14 years).

Figure 3-14. Trends in Propensity for Service in the Coast Guard

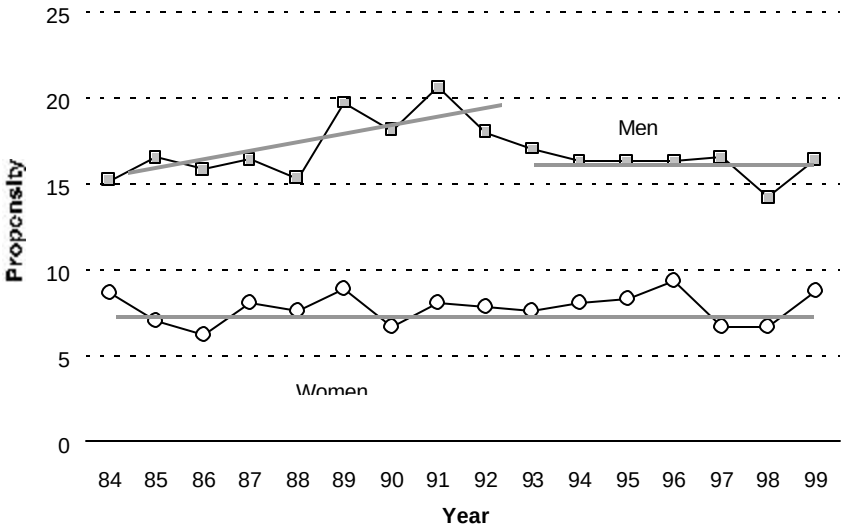


Note: The trendline for men is the average value for 1994 – 1999. The trendline for women is based on the 1985 – 1999 propensity. Detailed data are shown in Appendix C, Table C-6.

Source: 1984 – 1999 YATS

Propensity for the Reserves seems to follow a pattern common to active Services. Through the 1980s, young men's propensity for the Reserves increased about ½ percentage point per year (Figure 3-15). In recent years, about 16 percent of young men indicate they join enter the Reserves. Though women's propensity has fluctuated somewhat, the long-term trend is flat, with about 7 percent of women saying they will "definitely" or "probably" enter the Reserves.

Figure 3-15. Trends in Propensity for Service in the Reserve Components

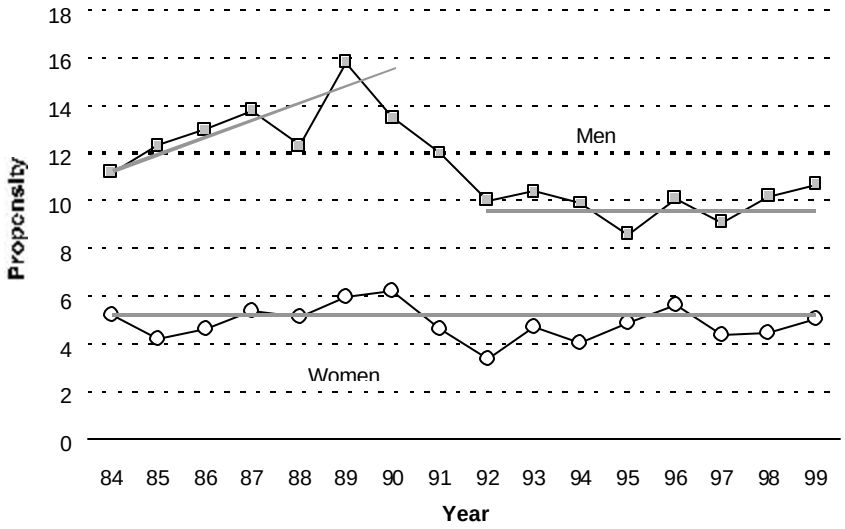


Note: The first trendline for men is based on 1984 – 1989 propensity, projected to 1992. The second trendline for men is the average value for 1993 – 1999, but excludes the 1998 data point. The trendline for women is the average value for 1984 – 1999. Detailed data are shown in Appendix D, Tables 12 and 13.

Source: 1984 – 1999 YATS

In the 1980s, young men's propensity for the Guard (Figure 3-16) increased about 0.6 points per year. Guard propensity among young men fell after the Cold War and appears to have been nearly constant at the 9 percent level since 1992. Young women's propensity for the Army/Air Guard has fluctuated around 5 percent over the past 15 years.

Figure 3-16. Trends in Propensity for Service in the Army/Air National Guard



Note: The first trendline for men is based on 1984 – 1989 propensity, projected to 1990. The second trendline for men is the average value for 1993 – 1999. The trendline for women is the average value for 1984 – 1999. Detailed data are shown in Appendix D, Tables 12 and 13.

Source: 1984 – 1999 YATS

Young men and women saying they will "definitely" or "probably" serve in the Reserves are asked in which Service (Army, Navy, Marine Corps, Air Force, or Coast Guard) they are likely to serve. The Service preferences of those propensed for Reserve service have been fairly stable since the end of the Cold War (see Figure 3-4, page 3-19). The Army is most frequently mentioned, but the percent specifying the Army has decreased slightly over the past several years. Although relatively few respondents mention the Navy, the percent expressing propensity specifically for the Naval Reserves appears to have increased slightly. The data suggest the percentages of young men preferring the Air Force Reserves, the Marine Corps Reserves, and the Coast Guard Reserves have changed not at all in the past several years.

Summary

Propensity, which is defined in YATS as the percent of youth saying they will "definitely" or "probably" enter military service, has been shown to be a valid indicator of enlistment behavior. Youth who say they are likely to join are more likely to join than those who say they are unlikely to join. Independent research suggests that propensity, as measured in surveys such as YATS, reflects both relatively permanent tastes or preferences (such as a reluctance to leave home) and current circumstances (such as having satisfactory school or work arrangements). Youth's propensity responses do not distinguish between enlistment and entering the military as an officer (or officer-trainee).

Propensity is related to several demographic factors:

- Men show higher levels of propensity than do women.
- Propensity declines with age.
- Propensity declines with education. Among high school seniors, those more likely to go to college have a lower propensity than those less likely to go to college.
- Propensity is higher among unemployed youth than among employed youth; youth who believe they have good job prospects have lower propensity than those who believe their job prospects are poor.
- Propensity is highest among Hispanics, followed by Blacks; White youth show the lowest propensity of the race/ethnic groups.
- Propensity declines with parents' education; children of college-educated mothers have a lower propensity than children whose mothers did not attend college.
- Single youth have higher propensity than do youth who are married.
- High school seniors whose fathers have served in the military have a higher propensity than do those whose fathers do not have military experience.
- Propensity varies by region: propensity is higher in the South and West, lowest in the North Central region.

Propensity for military service is general for most youth, and not tied to a specific Service. Most youth who express propensity for one Service express propensity for multiple Services. Most youth who express propensity for Reserve components also express propensity for active service.

In general, young men's propensity for military service rose during the Cold War, dropped following Operation Desert Storm, and has been declining the past several years. Young women's propensity for military service has been constant since 1984, with some possible fluctuations. These generalizations, however, do not hold for specific race/ethnic groups, or for different active Services or Reserve components. Propensity trends for Whites, Blacks, and Hispanics are distinct, as are propensity trends for different Services.

4. REASONS FOR ENTERING OR NOT ENTERING MILITARY SERVICE

Introduction

The decision to join the military (or, conversely, the decision not to join the military), is not simple. For most youth, the decision is part of their transition from adolescence to adulthood. It is one aspect of their effort to find an adult career. Ability, personality, opportunities, and obligations all factor into the decision. These factors will vary, of course, from one youth to another, and from one moment to another. From our conversations with youth, we know that the decision to enlist may change as quickly as a youth's circumstances, or his/her understanding of those circumstances.

Overview

This chapter examines reasons for entering or declining military service. It is based on two types of questions. First, we ask youth, *if they were to enter the military* why they would join. Conversely, we ask why they would not join. The reasons offered by youth range from the hypothetical (a youth confident he will not join is invited to offer hypothetical reasons for joining) to the actual (the same youth is invited to offer actual reasons for not joining).

The second type of question asks respondents whether their interest in military service has changed over the past year. Youth who say their interest has increased are asked reasons for this increase and vice versa.

Both questions are open-ended—youth respond in their own words. Interviewers may query the respondent to make sure the response is correctly understood and captured, but do not suggest reasons not mentioned by the respondent. The interviewer elicits multiple responses to all these questions. If a youth provides one reason for enlisting, the interviewer asks whether there are other reasons; respondents offering two reasons are asked if there are any other reasons; and so forth. All responses are recorded using an established taxonomy of reasons provided to the interviewer, but not read to the respondent. The categories used are based on the collective knowledge of recruiting officials and researchers.[1]

Using open-ended questions has advantages and disadvantages. Inevitably, we get "top-of-mind" responses. Many youth have difficulty recalling or articulating reasons for joining or not joining, or reasons for changing interest in military service. Many responses don't fit in any category in existing taxonomies.[2] The alternative to open-ended questions would be to read a list of reasons and asking youth to affirm or deny that different reasons apply to them. The disadvantage to this approach is that it is more likely to elicit false positive responses.

The following sections deal first with reasons for joining and increased interest in military service, then with reasons for not joining and decreased interest. Demographic variations in reasons for joining/not joining are examined within the population of 16-21 year-olds with no more than two years postsecondary education. This is the market of primary interest to military recruiters. To minimize sampling error, analysis of

[1] The YATS questionnaire is annually reviewed by recruiting officials and researchers representing each of the Armed Services as well as DoD. These reviewers are familiar not only with prior YATS results, but also with years of qualitative and quantitative studies of enlistment behavior.

[2] Periodically, we ask interviewers to record verbatim responses that don't fit existing categories. These are reviewed to discern appropriate categories of reasons not included among those previously identified. Efforts in recent years have confirmed that our current taxonomies of reasons for joining/not joining are complete. Thus, we are confident that no significant response categories have been omitted.

demographic factors is based on the combined 1996 through 1999 YATS files. Since the reasons for joining appear to be relatively stable over these years, combining data from different years is appropriate, and results are applicable to the present situation. Trends in reasons for joining are also presented from 1991 to 1999.

A final procedural note is necessary. With a few exceptions, youth from different demographic groups offer the same reasons for joining/not joining, and in the same proportions. Tables showing breakouts by different demographic groups tend to be repetitive, with rows of percentages that vary only as a function of sampling error. As a result, we present a few such tables showing the percent of youth offering different reasons for joining/not joining, broken out by gender, propensity for military service, and race/ethnicity. Further demographic variations in reasons for joining and not joining are discussed, but without tables in which most entries would simply repeat statistics shown in earlier tables. Appendix E contains full documentation of the numbers presented and discussed in this chapter.

Reasons for Entering Military Service

In the YATS interview, respondents are asked:[3]

> ***If you were to consider joining the military, what would be the <u>main</u> reasons? (Any other reasons?)***

Respondents offer reasons in their own words, and are encouraged to give multiple reasons. The interviewer did not suggest any reasons to the respondent, but recorded responses using the list of reasons shown in Table 4-1. Some youth declined to offer reasons for joining, saying that they would not consider joining; these are shown in Table 4-1 as "*would not consider*."

Men and Women. Table 4-1 shows the percent of men and women mentioning different reasons for joining, overall and by composite active propensity. Frequently mentioned reasons include both tangible (pay for education, job training, pay), and intangible (duty to country, discipline, self-esteem) reasons for joining. Women are more likely than men to mention educational benefits and less likely to mention any other type of reason for joining.

Propensity Effects. Table 4-1 also breaks out responses by positively propensed (they said they would "definitely" or "probably" serve on active duty in at least one of the Services) and negatively propensed youth (they consistently said they would "probably not" or "definitely not" serve on active duty). Some reasons (e.g., money for education, pay) seem to be equally salient to all youth, regardless of their interest in military service. Others, however, are more frequently mentioned by youth who are considering joining than those not considering joining. Youth expressing a propensity for military service are more likely to mention job training, duty to country, and self-esteem.

Respondents also vary in the number of reasons offered. The majority of respondents offer only one reason for joining. A few offer no reasons at all; only a few offer three or more reasons. The last row in Table 4-1 indicates the average number of reasons mentioned by youth. Youth with a propensity for military service offer more reasons than do youth saying they will "definitely not" or "probably not" enter military service. This only stands to reason. Youth likely to join will have given military service more thought, and more reasons for joining will come to mind.

[3] To reduce response burden, many YATS questions are asked of only a subset of respondents. Half of respondents, randomly selected, are asked why they might join and why they might not join. Those not asked these questions are asked whether their interest in military service has increased or decreased in the past year, and those reporting a change are asked for reasons for the increase/decrease.

Table 4-1. Main Reasons for Joining Among Young Men and Women by Composite Active Propensity

	Men			Women		
	Propensity			Propensity		
	Positive	Negative	Total	Positive	Negative	Total
Money for education	33	32	32	36	37	37
Job training	33	20	24	29	15	17
Duty to country	17	11	12	13	9	9
Pay	13	12	12	12	10	11
Travel	11	8	9	10	7	7
Develop discipline	8	5	6	6	3	4
Job security	6	5	5	6	4	4
Self-esteem	10	4	6	8	3	4
Would not consider	0	7	5	0	10	9
Family tradition	6	3	4	6	3	3
National defense	3	2	3	2	2	2
Retirement benefits	4	3	3	4	2	2
Physical challenge	4	3	3	3	2	2
Nothing better to do	2	3	3	3	2	2
Mean number of mentions	1.5	1.2	1.3	1.4	1.1	1.1

Note: The population reported in this table includes 16-21 year-old youth with no more than two years of postsecondary education residing within the 48 contiguous United States. Numbers in the table are percentages except for last row.

Source: 1996 - 1999 YATS

Race/Ethnicity. Table 4-2 presents reasons for joining by racial/ethnicity. Response patterns are similar across racial/ethnic groups, with only scattered differences. White men and women are somewhat more likely than minorities to mention money for education (as noted in Chapter 2, they are somewhat more likely to go to college). Black men seem somewhat less likely to mention job training or duty to country; somewhat more likely to mention pay. Hispanic men seem somewhat more likely to mention self-esteem. Minority women are more likely than Whites to mention job training. Like Black men, Black women are more likely to mention pay and travel, less likely to mention duty to country. The average number of reasons mentioned does not differ by racial group.

Table 4-2. Main Reasons for Joining Among Young Men and Women by Race/Ethnicity

	Men Race/Ethnicity			Women Race/Ethnicity		
	White	Black	Hispanic	White	Black	Hispanic
Money for education	33	29	32	38	36	33
Job training	24	21	26	16	21	20
Duty to country	13	10	12	11	5	10
Pay	12	15	13	10	13	10
Travel	8	11	8	7	10	7
Develop discipline	6	5	6	4	5	3
Job security	5	5	6	4	6	3
Self-esteem	5	6	8	4	5	5
Would not consider	5	6	3	10	8	7
Family tradition	4	3	3	3	2	3
National defense	3	1	2	2	1	2
Retirement benefits	4	3	3	3	3	2
Physical challenge	3	2	3	2	2	2
Nothing better to do	3	4	3	1	3	3
Mean number of mentions	1.3	1.2	1.3	1.1	1.2	1.1

Note: The population reported in this table includes 16-21 year-old youth with no more than two years of postsecondary education residing within the 48 contiguous United States. Numbers in the table are percentages except for last row.

Source: 1996 - 1999 YATS

School Status. The primary recruiting market for the military Services consists of high school seniors and high school graduates not currently enrolled in postsecondary school or training. Generally, high school seniors provide the same reasons for joining as do high school graduates who have not gone on to college. Thus, for both seniors and graduates, the percent offering a particular reason is approximately the same[4] as that shown in the "Total" columns of Table 4-1. There are, however, a few exceptions:

- Seniors are more likely than graduates to mention duty to country (12 vs. 9 percent among men; 10 vs. 7 percent among women).
- Seniors are less likely than graduates to mention job security (4 vs. 9 percent among men; 3 vs. 9 percent among women), travel (8 vs. 12 percent among men; 6 vs. 10 percent among women); and retirement benefits (3 vs. 5 percent among men; 2 vs. 5 percent among women).
- Male seniors are more likely than graduates to mention money for education (40 vs. 29 percent) and family tradition (4 vs. 2 percent).
- Male seniors are less likely than graduates to mention job training (23 vs. 27 percent).
- Female seniors are more likely than graduates to mention discipline (4 vs. 3 percent) and self-esteem (5 vs. 3 percent).

High school graduates who are not in college are much more likely than high school seniors to have experience in the work place and to have tried to

[4] That is, differences would be small, not statistically significant.

make a living. Thus, it is not surprising that they would place a higher priority on practical considerations (job training, job security) and a lower priority on less tangible benefits (self-esteem, discipline).

Veterans. Most youth report knowing someone who has been in the military, either their elder relatives (e.g., parents, uncles, grandparents) or same-age friends. In the past few years, 34 percent of youth have reported their father had been in the military. In general, children of veteran[5] fathers[6] mention the same reasons for joining as youth with no veteran acquaintances, however, there were some differences:

- Sons of veteran fathers are more likely to mention job training (27 vs. 23 percent) and family tradition (5 vs. 3 percent).
- Sons of veteran fathers are less likely to say they "would not consider" military service (3 vs. 5 percent).
- Daughters of veterans are more likely to mention family tradition (5 vs. 3 percent).
- Daughters of veterans are less likely to mention duty to their country (8 vs. 10 percent).

About 49 percent of young men and women report having a peer—a friend their own age, who is or has been in the military. Differences among young men, where significant, are typically small. Young men with friends in the military are more likely to mention:

- Job training (28 vs. 22 percent);
- Travel (10 vs. 8 percent);
- Self-esteem and develop discipline (7 vs. 5 percent);
- Job security (6 vs. 5 percent);
- Retirement benefits (5 vs. 3 percent) and
- Family tradition (4 vs. 3 percent).

Young women with military friends are somewhat more likely to mention money for education (41 vs. 36 percent), pay (13 vs. 3 percent), travel (9 s. 7 percent), and job security (5 vs. 3 percent).

Both young men and young women with military friends are less likely to say they "would not consider" military service (3 vs. 5 percent for men; 7 vs. 9 percent for women).

Historical Trends in Reasons for Joining

Figures 4-1 and 4-2 present trends in the most commonly mentioned reasons for enlisting in the military from 1991 to 1999. From 1991 through 1995, the percent of young men mentioning money for education increased; since 1995, approximately 1 in 3 young men mention money for education (Figure 4-1). In 1992, about 1 in 3 young men mentioned job training; since 1993, about 1 in 4 mention job training.[7] Since 1993, somewhat more than 1 in 10 young men have mentioned duty to country or pay[8] as a reason for joining.

The percent of young women (Figure 4-2) mentioning money for education peaked in 1996, and dropped significantly the following two years before rebounding in 1999. The percent mentioning job training declined from 1991 to 1994, but rose steadily through 1998, before declining slightly in 1999. As with young men, nearly identical percentages of young women (somewhat less than 10 percent) mentioned duty to country and pay between 1995 and 1999.

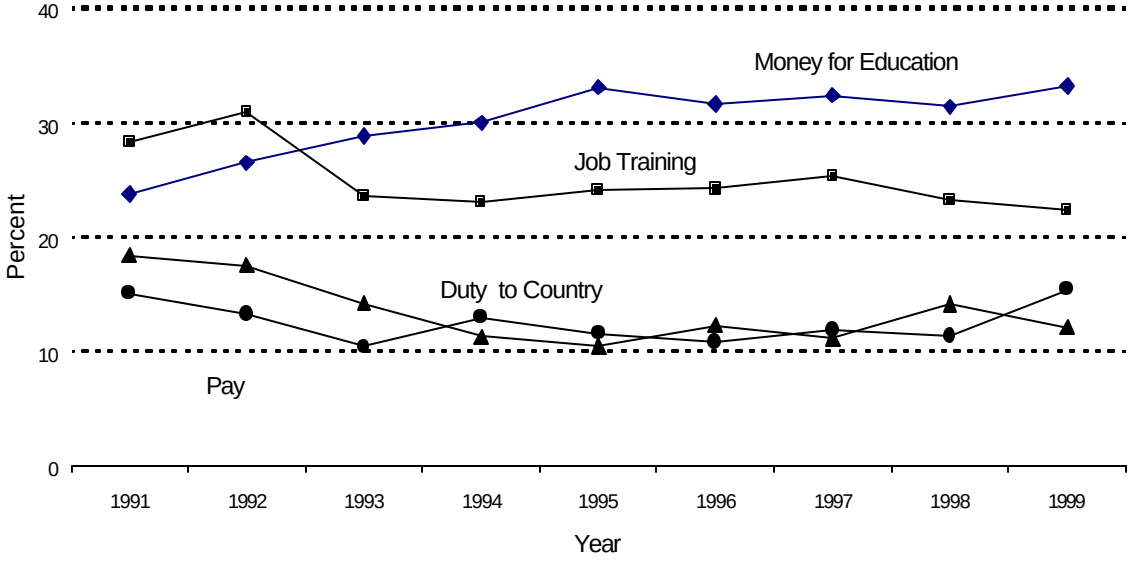
[5] We use "veteran" to designate persons who have been, or are presently, in military service.

[6] Because of the very low percent of women who were in military service 20 to 40 years ago, very few enlistment age youth have mothers who have been in the military.

[7] The drop in mentions of job training coincides with a shift in emphasis in Army advertising away from job training in favor of money for college.

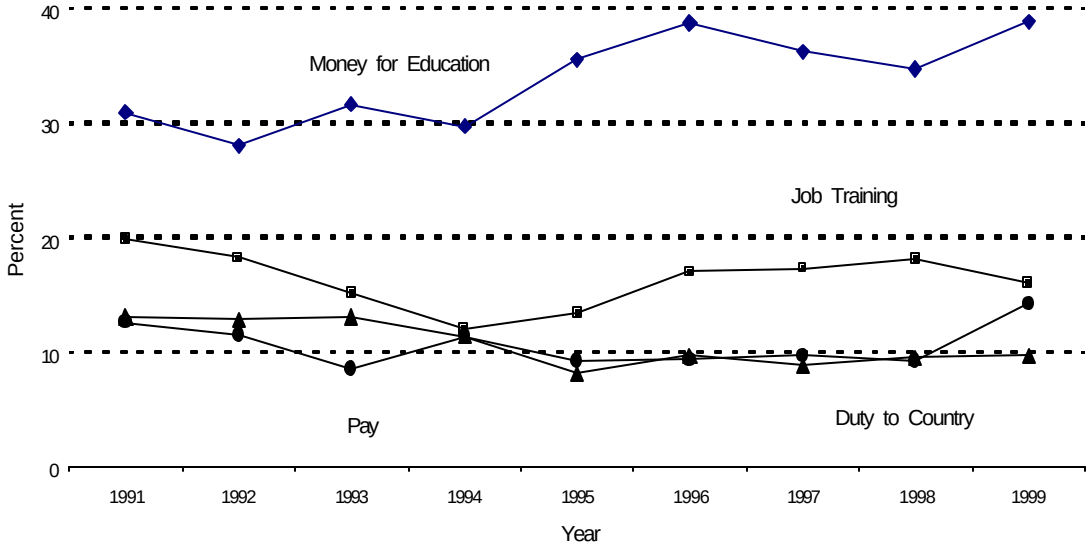
[8] YATS interviewers distinguish between money in general ("pay") and money specifically for education.

Figure 4-1. Trends in Common Reasons for Entering Military Service Among Young Men



Source: 1991 – 1999 YATS

Figure 4-2. Trends in Common Reasons for Entering Military Service Among Young Women



Source: 1991 – 1999 YATS

Alternative Perspective on Reasons for Joining

As described above, half of the respondents are randomly selected and asked reasons for joining. The other half are asked:

> ***Thinking back to <u>this time last year</u>, would you say your interest in joining the military has…***
>
> ***Increased greatly,***
> ***Increased a little,***
> ***Remained the same,***
> ***Decreased a little, or***
> ***Decreased greatly?***

Those reporting their interest has "greatly increased" or "increased a little" are asked to provide reasons for the increase. As with reasons for joining, youth respond in their own words. YATS interviewers are trained to classify remarks into the categories shown in Table 4-3, and guidance on classifying remarks is included in reference manuals retained by interviewers through data collection. Most of the categories are self-explanatory, but some merit comment. The following explanations are taken from the training materials provided to interviewers:

- "Change in life" includes specific references to changes not covered by the other reasons listed, and nonspecific comments by the respondent that life has or will shortly change.
- "Scholastic frustration" represents comments that school is not working out for the respondent, but does not refer to not being able to afford to continue with school.
- "Circumstances unsatisfactory" applies if the respondent indicates dissatisfaction with current personal living circumstances, other than those specifically related to school or work.
- "Money for college" includes money for all types of education, not just college.
- "Recruiter contact" refers to personal contact (telephone calls, recruiter visits school, respondent visits recruiting station, etc.) with military recruiters; receipt of mail is not considered personal contact.
- "Talk with military" indicates the respondent referring to any conversation about military service with anyone, other than a recruiter, who is, or has been, in the military.

Respondents were encouraged to mention up to three reasons for their increased interest; most provided one or two reasons.

Table 4-3 shows the percent of men and women providing reasons for increased interest. These percentages are based on youth who said their interest in military service had increased. Thus, for example, of young men saying their interest had increased, about 6 percent offered "getting older" as a reason for increased interest.

The most common responses to this question match those offered as reasons for joining (Table 4-1): money for education, job training, and a self-supporting job. Additionally, 11 percent of youth mention that changes in their lives have led to an increased interest in the military. Even though the question asks for a reason for *<u>increased</u>* interest, most responses seem to describe reasons for current interest. Thus, this question provides approximately the same information as the "reasons for joining" question. However, it also provides information not elicited by the "reasons for joining" question.

Many youth attribute increased interest to communications with others (**Saw/Talked**). These communications may be either those supported by the recruiting services (recruiter contact, advertising), or those not promulgated by the Services (talk with military, talk with non-military, news/world events). Indeed, youth are more likely to cite discussions with military members and veterans than with recruiters as

reasons for joining. As noted in the first section of Table 4-3, many youth also mention increased maturity as a reason for increased interest.

Table 4-3. Main Reasons for Increased Interest in the Military Among Young Men and Women

	Men	Women
Life		
Change in life	13	12
Getting older	7	3
Circumstances unsatisfactory	4	3
Scholastic frustration	2	2
Increased obligations	2	2
Money/Finances		
Money for college	23	27
Money	6	5
Job		
Training	15	9
Military provides job	10	6
Dissatisfied with current job	1	0
Saw/Talked		
Talk with military	8	12
Recruiter contacts	6	9
Talk with non-military	4	6
Advertising	3	3
News/world events	1	1
Right Thing to Do	6	7

Note: The population reported in this table includes 16-21 year-old youth with no more than two years of postsecondary education residing within the 48 contiguous United States, who said their interest in military service had *increased* in the past year.

Source: 1996 - 1999 YATS

Reasons for Not Enlisting in the Military

In the YATS interview, respondents are also asked to enumerate any reasons they might have for not enlisting in the military:[9]

> ***What is the main reason you would not consider enlisting in the military service? (Any other reasons?)***

The question is open-ended (interviewers do not read the response categories), and multiple responses are encouraged.

Reasons Not to Enlist. Table 4-4 shows the percent of youth offering various reasons for not enlisting. Some of the categories merit an explanation:

- "Military lifestyle" includes any response that refers to objectionable activities or lifestyles that youth might associate with the military (e.g., "The military is too regimented," "I don't want to be yelled at all the time"). It also includes any comment on the respondent's own lifestyle that might conflict with being in the military (e.g., "I want to be able to take off whenever I want").
- "Other career interests" is coded if the respondent mentions any work-related activity or plan that presumably conflicts with entering the military (e.g., "I have a job," "My training at Lincoln Institute begins next month").
- "Threat to life" is coded for any mention of danger or hazards associated with military service.
- "Family obligations" is coded if respondent mentions family relationships as a reason for not joining (e.g., "I have a son/daughter," "I got married," "My parents are ill").
- "Education" is coded is the respondent mentions conflicting educational (as opposed to job training) plans.

As indicated in Table 4-4, objections to military lifestyle represent the most common reason not to enlist. Other career interests, family obligations, the length of commitment, or hazards associated with military service, are also frequently mentioned as reasons for not joining. Relatively few youth mention educational plans or activities that preclude military service. Few mention health problems or suggest they would not be qualified. Few mention negative publicity—news stories—in response to this question. Few suggest that military pay is inadequate or that they could get more money in a civilian job ("Pay").

The last row in the table presents the average number of reasons given for not enlisting per respondent. The fact that all averages are less than one means that not all youth provided reasons for not enlisting. The modal number of reasons given was one but some youth provided multiple reasons and some youth did not respond. The observed variability in response rates is reasonable. The average number of reasons given is less for men and women with positive propensity than those with negative propensity, as expected.

Men and Women. Table 4-4 shows the percent of men and women mentioning different reasons for not entering the military. Nearly one-fifth of men and one-quarter of women provide a response associated with a distaste for perceived military lifestyle. Many youth also cite danger associated with military service, or the length of commitment associated with enlistment (even youth who have very little knowledge of military service seem aware that enlistment typically requires a 4-year commitment). Some mention

[9] This question is asked of those in the half-sample who were selected to provide reasons for joining.

other career interests, or conflicting family obligations. Very few youth mention negative publicity. Despite current high qualification standards, few youth suggest they would not join because they're not qualified. The first five reasons for not joining account for approximately 80 percent of all responses.

Men and women generally offer the same reasons for declining interest in military service. However, women are somewhat more likely to mention reasons related to perceived military lifestyle, and much more likely to mention family obligations. In-depth interviews with YATS respondents show many young men and women must put their career-development plans on hold to care for parents and siblings; others' career plans are constrained by obligations to their own spouse and dependent children.

Propensity Effects. Table 4-4 also breaks out reasons for not joining by propensity. As might be expected, youth who do not expect to join offer more reasons for not joining than those who believe they will "probably" or "definitely" join. And, each reason for not joining is more likely to be mentioned by those thinking they won't join than by those thinking they might join. Two exceptions are noteworthy. First, youth who think they might join are more likely to mention dangers associated with military service. Second, youth who expect they might join are about as likely to mention family obligations as those who think they won't join.

Table 4-4. Main Reasons Not to Enlist Among Young Men and Women by Composite Active Propensity

	Men			Women		
	Propensity			Propensity		
	Positive	Negative	Total	Positive	Negative	Total
Military lifestyle	11	24	20	13	28	26
Other career interests	6	14	12	5	11	10
Threat to life	15	10	11	15	10	10
Long commitment	9	11	11	7	10	9
Family obligations	9	9	9	17	17	17
Against my beliefs	4	8	7	5	6	6
Health	2	5	4	2	4	4
Education	3	4	3	3	4	3
Negative publicity	1	2	2	1	1	1
Pay	2	2	2	1	1	1
Not qualified	1	1	1	1	1	1
Mean number of mentions	0.6	0.9	0.8	0.7	0.9	0.9

Note: The population reported in this table includes 16-21 year-old youth with no more than two years of postsecondary education residing within the 48 contiguous United States.

Source: 1996 - 1999 YATS

Race/Ethnicity. Table 4-5 presents reasons not to enlist for White (not Hispanic), Black (not Hispanic), and Hispanic men and women. Whites are more likely than minorities to mention other career interests and to object to the long commitment required for military service. As might be expected among a population that has witnessed violence, Blacks are more likely to mention hazards associated with military service. Black men are less likely to mention family obligations, more likely to say military service is against their beliefs.

As might be expected in a culture that places a high value on family ties, Hispanic men and women are more likely to mention family obligations. Hispanic men are less likely to mention objections concerning the military lifestyle.

Table 4-5. Main Reasons Not to Enlist Among Young Men and Women by Race/Ethnicity

	Men Race/Ethnicity			Women Race/Ethnicity		
	White	Black	Hispanic	White	Black	Hispanic
Military lifestyle	22	21	15	26	26	24
Other career interests	14	7	8	12	6	6
Threat to life	10	17	11	9	15	11
Long commitment	13	6	11	10	7	8
Family obligations	8	6	14	16	12	21
Against my beliefs	6	9	6	6	7	5
Health	4	2	2	5	2	4
Education	4	3	3	4	3	2
Negative publicity	2	1	2	1	1	2
Pay	2	2	1	1	1	0
Not qualified	1	0	1	1	1	1
Mean number of mentions	0.8	0.7	0.8	0.9	0.8	0.9

Note: The population reported in this table includes 16-21 year-old youth with no more than two years of postsecondary education residing within the 48 contiguous United States.

Source: 1996 - 1999 YATS

School Status. Generally, high school seniors provide the same reasons for not joining as do high school graduates who have not gone on to college. Thus, for both seniors and graduates, the percent offering a particular reason for not joining is approximately the same as that shown in the "Total" columns of Table 4-4. There are, however, a few exceptions:

- Seniors are more likely than graduates to mention other career interests (13 vs. 10 percent among men; 11 vs. 6 percent among women), or education plans (5 vs. 2 percent among men; 5 vs. 1 percent among women).
- Seniors are less likely than graduates to mention family obligations (7 vs. 11 percent among men; 11 vs. 26 percent among women).
- Male seniors are less likely than graduates to mention military lifestyle (19 vs. 25 percent) or to say they are not qualified (0.4 vs. 2 percent).

- Male seniors are more likely than graduates to mention threats to life (12 vs. 8 percent).
- Female seniors are more likely than graduates to mention military lifestyle (27 vs. 22 percent) and long commitment (11 vs. 7 percent).

Veterans. In general, children of veteran fathers mention the same reasons for not joining as children of nonveterans. The exceptions are:

- Young men with veteran fathers are less likely to mention family obligations (7 vs. 9 percent).
- Young women with veteran fathers are less likely to mention threat to life (8 vs. 11 percent) and the military being against their beliefs (5 vs. 7 percent).
- Young women with veteran fathers are more likely to mention the military lifestyle (28 vs. 25 percent).

In general, youth with friends in the military also mention the same reasons for not joining as youth who say none of their friends have been in the military. However, young men who say they have friends who have been in the military are less likely to mention other career plans (10 vs. 12 percent), and more likely to mention the long commitment (12 vs. 10 percent) as a reason for not joining.

Reasons for Declining Propensity

As mentioned earlier, youth were asked if their interest in military service had increased, decreased, or remained the same in the past year. Youth reporting that their interest in joining the military has decreased were asked why it had decreased. Respondents were encouraged to provide, in their own words, up to three reasons for decreased interest (most provided only a single reason). Responses were recorded using categories shown in Table 4-6. A few of these categories merit explanation. The following are taken from the training materials provided to interviewers:

- "Current circumstances preferable" is coded if the respondent indicated his/her current circumstances are preferable to being in the military. However, if the "current circumstances" refer to being a full-time student, the response is coded as "going to school;" if the "current circumstances" involve a job or career, the response is coded as "other career plans."
- "Recruiter contact" refers to personal contact (telephone calls, recruiter visits school, respondent visits recruiting station, etc.) with military recruiters; receipt of mail is not considered personal contact.
- "Talk with military" indicates the respondent referring to any conversation about military service with anyone, other than a recruiter, who is, or has been, in the military.
- "Not for youth; no interest"—many respondents simply affirm they have no interest in military service without offering a reason for decreased interest.
- "Negative experience" includes only experiences other than news events, recruiter contacts, and conversations with military or nonmilitary personnel.

The most frequently mentioned reasons for decreased interest in military service shown in Table 4-6, "other career plans" and "going to school," reflect simply that youth have chosen an alternative to military service. This suggests most youth are not rejecting the military, per se, but simply choosing alternative opportunities. On the other hand, 1 in 10 youth reporting decreased interest in military service indicate a distaste for the military. "Other career plans," "going to school," "dislike military," and "not for youth; no interest" capture nearly 60 percent of all reasons given.

It is useful to compare the "Saw/Talked" sections of Table 4-3, "Main Reasons for Increased Interest" and Table 4-6, "Main Reasons for Decreased Interest." Conversations with recruiters, persons who have been in the military, and persons who have not been in the military are cited as reasons for both increased and decreased interest in military service. Fortunately, the net effect is positive—these conversations are more often cited as reasons for increased than for decreased interest. Conversations with veterans and military members other than recruiters are more frequently cited as reasons for changing interest than conversations with recruiters.

In contrast, news and world events seem to be more frequently cited as reasons for decreased interest than as reasons for increased interest. Responses to other YATS questions (not presented in this report) indicate that military involvement in foreign countries, such as Somalia, Haiti, and Bosnia, tends to reduce interest in military service.

Table 4-6. Main Reasons for Decreased Interest in the Military Among Young Men and Women

	Men	Women
Life		
Other Career Plans	20	19
Going to School	16	13
Current Circumstances Preferable	7	8
Employed	7	3
Increased Obligation	4	10
Getting Older/More Mature	2	1
Saw/Talked		
Talk with Military	4	4
News/World Events	2	2
Recruiter Contacts	2	2
Talk with Non-Military	1	1
Military		
Dislike Military	10	9
Not for Youth	9	11
Not Qualified	5	3
Negative Experience	3	4
Danger	2	2
Downsizing	1	0
Base Closings	0	0

Note: The population reported in this table includes 16-21 year-old youth with no more than two years of postsecondary education residing within the 48 contiguous United States.

Source: 1996 - 1999 YATS

Summary

This chapter examined reasons given by youth for entering military service and for not entering military service through two types of questions: direct questions asking about reasons for joining and not joining, and questions asking about reasons for increased or decreased interest in military service. The information we get from these slightly different perspectives overlaps.

Frequently mentioned reasons for joining include both tangible (educational funding, job training, pay) and intangible (duty to country, discipline, self-esteem) reasons. Youth interested in military service offer more reasons for joining than those not stating they plan to join. In general, the reasons for joining do not differ by segments of the youth population. However, these segments do show differences in the frequency of reasons mentioned. Most group differences are both predictable and subtle. For example, somewhat more women (37 percent) than men (32 percent) mention money for education as a reason for joining. High school seniors are more likely than high school graduates who have not gone to college to mention duty to their country; conversely, high school graduates who have not gone to college are more likely to mention job security, retirement benefits, and travel.

How often specific reasons for joining are mentioned by youth has changed in the past several years. From 1991 through 1995, the percent mentioning money for education increased. Mentions of duty to country have decreased. Mentions of job training have been relatively constant among men since 1993, but increased until 1998 among women.

Some of the reasons for increased interest in military service, such as money for education and job training, are similar to those mentioned as reasons for joining. In addition, some youth mention communications as the basis for increased interest: conversations with people who are, or have been, in the military, recruiter contact, conversations with people who have never been in the military, and military advertising. Youth also mention changing circumstances, such as difficulty in school, as reasons for increased interest in military service.

When examining reasons for not entering military service, the perceived military lifestyle is the reason most often mentioned by youth. These comments include any activities that youth may associate with being in the military (e.g., "too regimented;" "I don't want to get yelled at all the time.") or comments on their own lifestyle that is inconsistent with their perception of the military (e.g., "I want to be able to take off whenever I want."). Youth also mention the length of commitment (most seem to recognize 4 years as a normal tour of duty) or threat to life.

Many youth mention conflicting interests, rather than something objectionable about the military *per se*. They may, for example, mention they have a job they like. Some mention family obligations (e.g., "My mother is ill;" "I got married."). Very few youth say they are not qualified.

Youth from different race/ethnic groups differ in the frequency with which they mention different reasons for joining. Whites are more likely than minorities to mention other career interests, or to object to the length of commitment. Blacks are more likely to mention threat to life or to say that killing is against their beliefs; conversely, they are less likely to mention family obligations. Hispanic men and women are more likely to mention family obligations, while Hispanic men are less likely to object to the military lifestyle.

Reasons for decreased interest in military service, to a large degree, mirror reasons offered for not joining. As with reasons for joining, communications play a role:

- Some youth mention talking to people who are or have been in the military as a reason for decreased interest. However, the number who mention such conversations as a reason for decreased interest is less than

the number mentioned as a reason for increased interest. Thus, conversations with military personnel have a net positive effect. The same holds true for talking to a recruiter.

- Some youth mention news events as a reason for decreased interest. The number who mention news events as a reason for decreased interest is greater than the number mentioned as a reason for increased interest. Thus, news events have a net negative effect.

5. MILITARY ADVERTISING AWARENESS

Introduction

Today's challenges facing recruiting require the Department of Defense to find new ways to attract young people into the U.S. military. The total recruiting goal for all four Services remains over 200,000 per year. For fiscal year (FY) 1999, the Army missed its recruiting goal of 74,500 by 8 percent (approximately 6,300) and the Air Force was 5 percent (approximately 1,700) short of its goal of 32,700. In FY 1998, the Navy missed its annual recruiting goal by 12 percent. These shortfalls are a result of a combination of factors that include a lucrative job market, increased college attendance, and decreased retention of members already in the military (decreased retention leads to higher recruiting goals). In order for military recruiters to achieve their recruiting missions, Service advertising campaigns must be well-researched and designed to attract high-quality youth. These advertising campaigns contain several key elements, including Service slogans, to attract the attention of qualified youth and get them to consider the military as a career.

Overview

In this chapter, advertising awareness for each Service (Army, Navy, Marine Corps, Air Force, and Coast Guard) is examined. The chapter focuses on demographic correlates of advertising awareness followed by recent trends in advertising awareness and slogan recognition. In 1993, YATS advertising awareness questions were changed to collect more detailed responses. Prior to 1993, respondents were not asked to distinguish between active and Reserve/National Guard advertising. As a result, advertising awareness data collected since 1993 are not comparable to the data collected in previous years. Demographic correlates of advertising awareness that appear in the tables represent aggregated YATS data from 1993 to 1999. Trends in advertising awareness are presented for 1993 to 1999. Slogan recognition questions have not changed, and trends in slogan recognition are presented for 1990 to 1999.

Finally, previous research has shown that persons aware of Service advertising are more likely to contact a military recruiter than persons unaware of this advertising. Accordingly, the relationship between advertising awareness and recruiter contact is discussed at the end of this chapter.

Using the *Be All You Can Be* theme, one of the advertising industry's most recognized slogans, Army advertising has continually evolved since the 1970's. Various print, radio and television ads have targeted subjects such as civilian career relevance and money for college, while selling intangible benefits such as leadership, personal freedom and individual growth. This advertising portrays the Army as a high-tech, exciting place to learn valuable job skills, do an important job, grow as a person, and to become "all you can be."

The Navy has always promoted traditional benefits such as preparation for the future, money for college, hi-tech skill training, and the adventure of travel to exotic ports of call. These benefits were most recently promoted along with the Navy's core values of Honor, Courage and Commitment with the *Let the Journey Begin* advertising campaign. Secondary benefits of personal growth and teamwork are also emphasized in the campaign.

Aim High advertising means that youth, in joining the Air Force, can achieve their highest potential through the Air Force's training and education programs and through their quality lifestyle. Air Force advertising grew out of a "whole person" philosophy, that the Air Force develops people mentally, physically, and professionally.

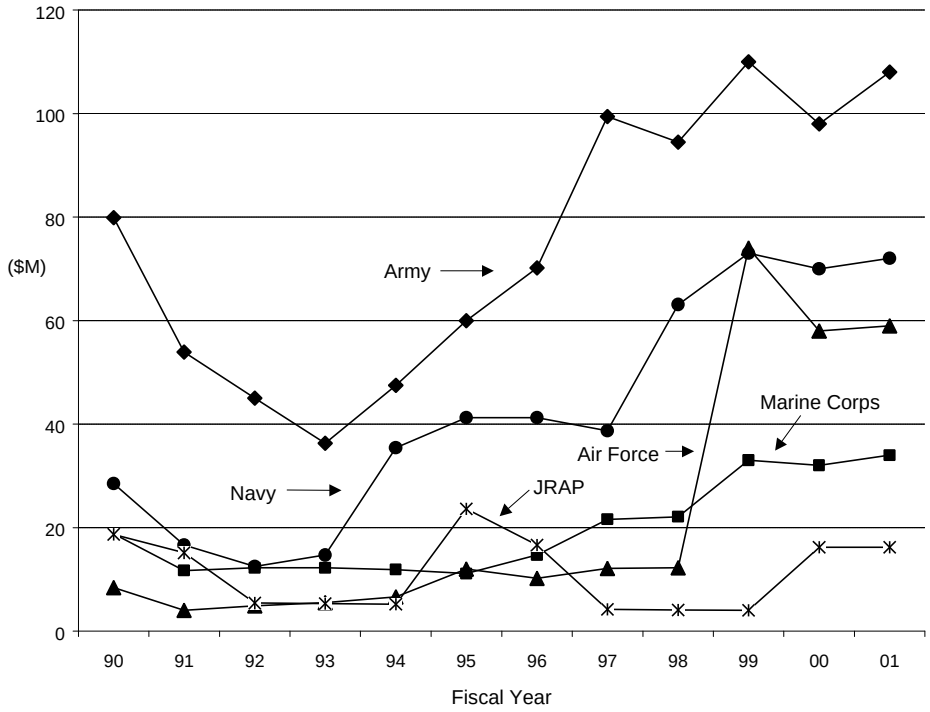
Marine Corps advertising builds on the Marines proud heritage as an elite fighting force. Current

advertising stresses the permanent strengthening of character resulting from Marine training.

Coast Guard advertising has generally emphasized its' humanitarian mission. In the late 80's and early 90's, the Coast Guard used the slogan *Be Part of the Action*. Consistent with this slogan and the Service mission, the advertising program executions emphasized the everyday excitement of serving in the Coast Guard. In the mid-90's, Coast Guard advertising adopted a new theme line—*Jobs That Matter*—which presented the humanitarian mission in a different perspective. The *Jobs That Matter* advertising executions emphasized the idea of doing a meaningful job that is rewarding to the individual and to the country.

Figure 5-1 below displays the advertising budgets for each of the Services and the Joint Recruiting Advertising Program (JRAP) for Fiscal Years (FY) 1990-2001. (The FY 2001 figure is a projected estimate.) The Army budget is much larger than that of any other Service. Army and Navy budgets have changed dramatically in the last decade. The Air Force budget increased dramatically during FY 99 because it started using television advertising for the first time.

Figure 5-1. Service Advertising Budgets



Note: Constant FY 1999 dollars

Source: Accession Policy [OASD (FMP)]

Advertising Awareness

YATS Measures

Questions about military advertising have been modified periodically to meet the needs of DoD and Service advertising managers. Since 1990, we have asked:

> ***Within the past year, do you recall seeing or hearing any advertising that encouraged people to enlist in one or more of the Services?***

Those who responded affirmatively were asked follow-up questions:

> ***For which military Services did you see this kind of advertising? (Any other Services?)***

Respondents who were able to name a Service whose advertising they recalled were also asked whether they recalled other Services. Since 1993, response categories to this question have distinguished between advertising for active duty service, and service in the Reserve or National Guard. For example, a respondent who said he or she had seen an Army advertisement would be asked whether the advertising was for the active Army, the Army Reserves, or the Army National Guard. For respondents who could not recall the specific Army advertising component, their response was recorded as "Don't Know Specific Army Service."

Awareness of Active/Reserve Advertising

Table 5-1 shows Service advertising awareness by gender defined as recall of specific Service advertising. For example, 36 percent of young men (16-24 years-old) recalled seeing or hearing active Army advertising within the past year compared to 26 percent of young women. In general, advertising awareness is higher for active Service advertising than Reserve or National Guard advertising. However, awareness of Army Reserve advertising is twice the level of Army National Guard and nearly as great as active. Awareness is highest for Army and Marine Corps advertising, lower for Navy and Air Force advertising. Coast Guard advertising recall is much lower than any of the other Services. Differences in recall rates among men and women are significant for active advertising only; rates are similar for Reserve and National Guard advertising.

Table 5-1. Service Advertising Awareness, by Component and Gender

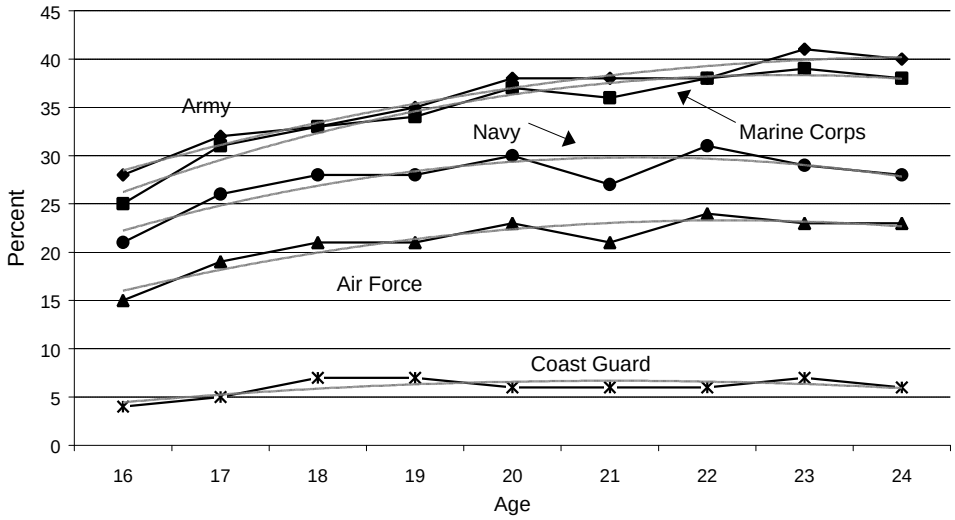
	Men	Women
Army		
Active	36	26
Reserve	29	27
National Guard	15	14
Don't Know	13	16
Navy		
Active	27	16
Reserve	11	10
Don't Know	9	10
Marine Corps		
Active	34	22
Don't Know	11	11
Air Force		
Active	21	12
Reserve	7	5
National Guard	5	4
Don't Know	8	7
Coast Guard		
Active	6	3
Reserve	3	2
Don't Know	2	2

Note: The population reported in this table includes all 16-24 year-old youth.
Source: 1993 – 1999 YATS

Demographic Correlates of Advertising Awareness

Age. Figure 5-2 displays active Service advertising awareness by age for men. Army and Marine Corps advertising awareness increases as age increases. Awareness of Navy and Air Force advertising recall appears to increase between the ages of 16 and 20, but drops off for those over 21. On the other hand, Coast Guard advertising is relatively stable for all ages.

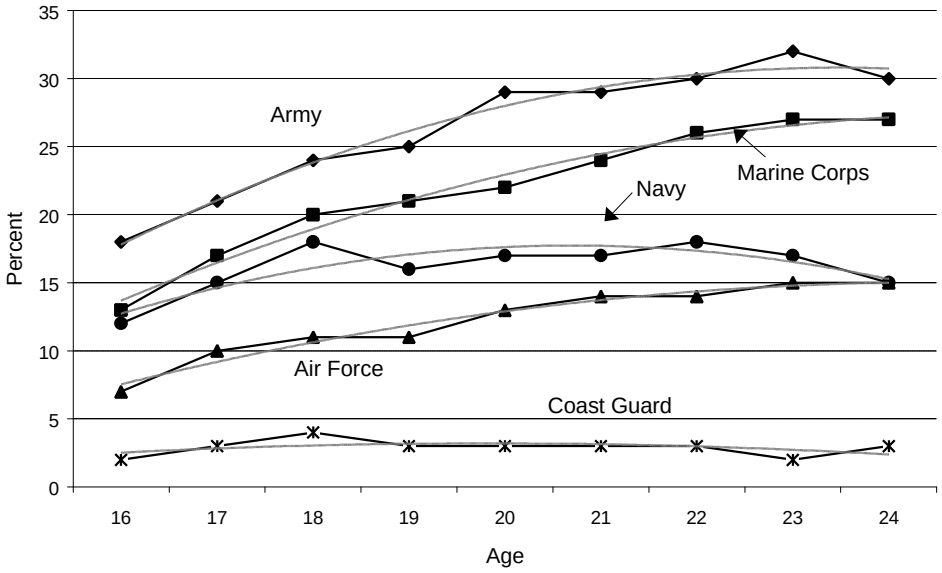
Figure 5-2. Active Service Advertising Awareness Among Men, by Age



Note: The population in this figure includes all 16-24 year-old youth.
Source: 1993 – 1999 YATS

Figure 5-3 displays findings for active Service advertising awareness among women by age. Generally, Service advertising awareness is lower among women than men, although the ranking of levels is similar. Awareness of Army, Marine Corps, and Air Force advertising increases more sharply with increasing age among women than among men. Awareness of Navy advertising increases with age only among 16-18 year-old women, and to be relatively constant among 18-24 year-olds. Coast Guard advertising awareness is flat in relation to age.

Figure 5-3. Active Service Advertising Awareness Among Women, by Age



Note: The population in this figure includes all 16-24 year-old youth.
Source: 1993 – 1999 YATS

Education. Table 5-2 shows recall of active Service advertising by education and gender. It classifies young men and women into student and non-student groups. Advertising recall increased as the level of education increased in both the student and non-student groups. Recall is highest among young men and women who are college graduates, but are not currently students. Higher awareness of advertising among more educated youth may be partly due to recruiter influence. Because of mental requirements of military service, recruiters seek out higher aptitude youth. This recruiter contact may lead to increased awareness of military advertising that youth are exposed to after contact.

Table 5-2. Active Service Advertising Awareness, by Education and Gender

	Men					Women				
	Service									
Education	Army	Navy	Marine Corps	Air Force	Coast Guard	Army	Navy	Marine Corps	Air Force	Coast Guard
Students										
HS Juniors	27	21	24	14	4	17	12	13	7	2
HS Seniors	32	27	32	19	6	23	17	18	10	4
Postsecondary	43	34	42	26	8	32	19	26	14	3
Non-Students										
Dropouts	28	20	27	15	5	20	11	17	8	2
HS Grads	36	26	34	20	6	27	14	20	12	3
Some College	43	31	42	27	8	32	19	29	16	3
BS+	49	37	46	28	8	35	20	33	19	3

Note: The population reported in this table includes all 16-24 year-old youth.
Source: 1993 – 1999 YATS

Race/Ethnicity. Table 5-3 presents active advertising awareness by race/ethnicity and gender. Recall of active Service advertising is higher among young White men than Blacks and Hispanics. As noted above, recall of active advertising increases with education. Because educational achievement among Blacks and Hispanics is lower than among Whites and recall of active Service advertising is higher among young White men than Blacks and Hispanics, one might suspect that race and ethnic differences are simply the result of educational differences. By controlling for education, we can determine if this is in fact true. As Table 5-3 shows, White male high school seniors have higher recall rates toward active advertising than Black and Hispanic male high school seniors. This suggests that race/ethnic differences in recall are not based solely on educational differences. Cultural and socioeconomic variables may account for some of these differences. For example, Hispanics may watch less network television and members of lower socioeconomic classes may read fewer magazines.

Table 5-3 also presents advertising awareness by race/ethnicity for women. Patterns of awareness by race/ethnicity are not consistent across Service as they are for men. Race/ethnic differences in awareness among female high school seniors are smaller than for men.

Table 5-3. Active Service Advertising Awareness, by Race/Ethnicity and Gender

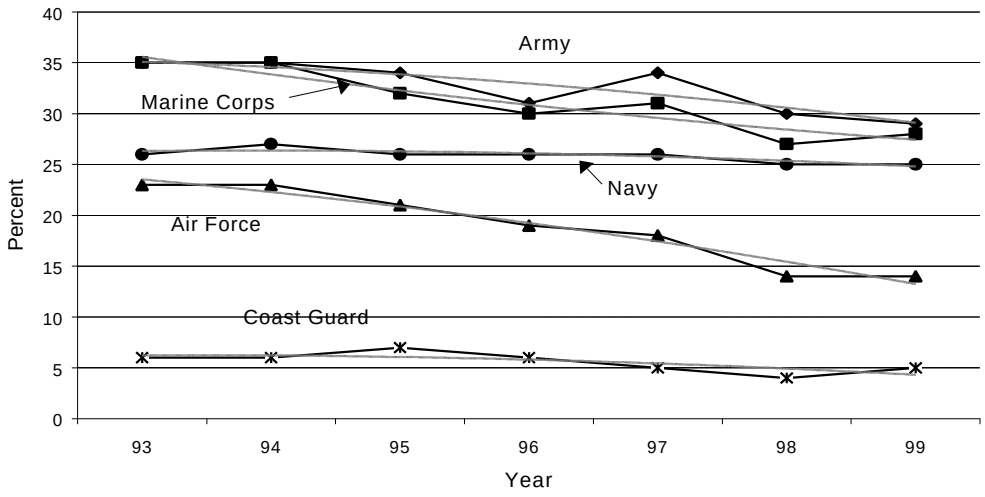
	Men					Women				
	Service									
Race/Ethnicity	Army	Navy	Marine Corps	Air Force	Coast Guard	Army	Navy	Marine Corps	Air Force	Coast Guard
White	40	31	38	24	7	28	18	24	14	3
Black	29	20	26	14	4	26	14	17	9	2
Hispanic	26	20	27	13	4	19	10	18	7	2
Asian	28	22	23	15	4	24	14	16	9	3
Indian	29	26	33	20	4	29	14	24	15	3
High School Seniors Only										
White	37	30	34	21	6	24	17	19	10	4
Black	25	18	22	11	5	21	18	15	8	2
Hispanic	23	19	27	12	5	20	15	17	8	3

Note: The population reported in this table includes all 16-24 year-old youth.
Source: 1993 – 1999 YATS

Trends in Advertising Awareness

Figure 5-4 shows trends in active Service advertising recall among men since 1993. Advertising awareness was highest for Army advertising, but only slightly higher than awareness of advertising for the Marine Corps. Recall of Army advertising was 29 percent in 1999 compared to 28 percent for the Marine Corps. Recall was lowest for Coast Guard advertising. Recall rates have declined steadily over this period for Army, Marine Corps, and Air Force advertising. The largest drop has occurred for Air Force advertising awareness - from 23 percent in 1993 to 14 percent in 1999. Comparatively, Army recall dropped from 35 to 29 percent and Marine Corps recall dropped from 35 to 28 percent over this same period. Navy and Coast Guard advertising awareness has been relatively stable during this period and thus, the gap in awareness between Navy advertising awareness and Army and Marine Corps awareness is much smaller in 1999 than in 1993.

Figure 5-4. Trends in Active Service Advertising Awareness Among Men

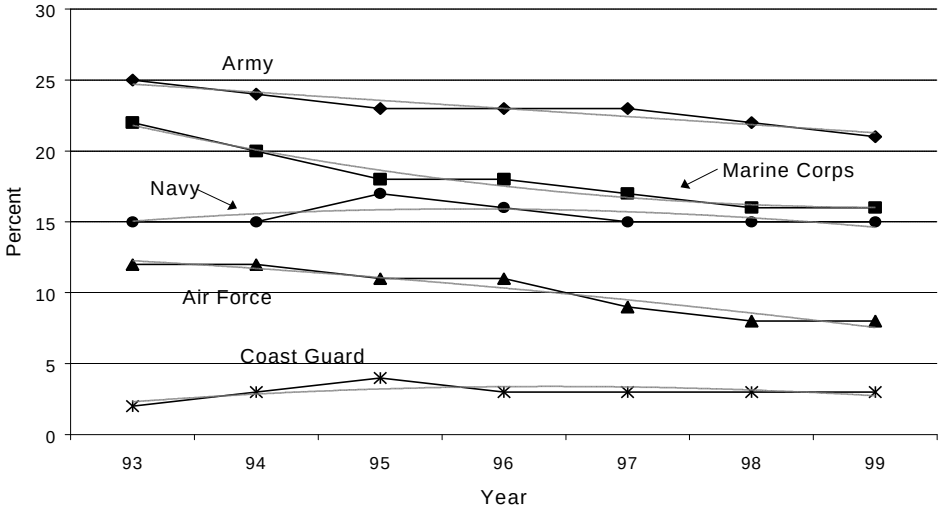


Note: The population reported in this figure includes 16-21 year-old youth with no more than two years of postsecondary education residing within the 48 contiguous United States.

Source: 1993 – 1999 YATS

Figure 5-5 shows trends in active Service advertising among women from 1993 to 1999. Overall, trends in advertising awareness are very similar to those observed for men. Among women, however, awareness of Marine Corps advertising is much lower than awareness of Army advertising.

Figure 5-5. Trends in Active Service Advertising Awareness Among Women



Note: The population reported in this figure includes 16-21 year-old youth with no more than two years of postsecondary education residing within the 48 contiguous United States.
Source: 1993 – 1999 YATS

Joint Advertising Awareness

Youth were also surveyed about their awareness of Joint advertising, military advertising that mentions all of the Services in its advertisements.

YATS Measures

Youth are asked the following question during the YATS interview:

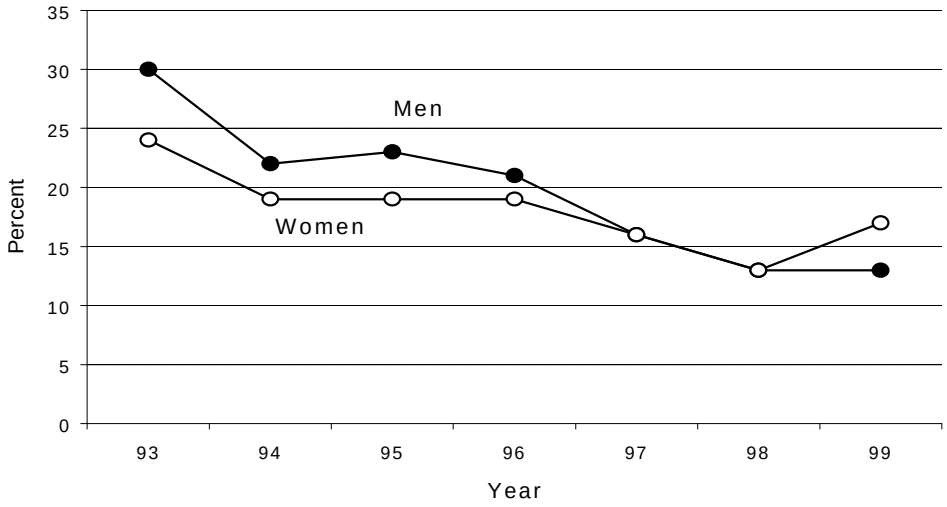
> ***Do you recall seeing or hearing any advertising for the U.S. Armed Forces in which all the Services were represented?***

Unlike the previous question on advertising recall, this question is considered "aided," since the question specifically asks about Joint Service advertising. Differences in aided and unaided questions should not be compared due to cognitive differences that are introduced based on the way the questions are asked.

Trends in Joint Advertising Awareness

Figure 5-6 reveals that recall of Joint Service advertising dropped sharply from 1993 to 1994, and decreased further between 1996 and 1998. In 1999, awareness of Joint Service advertising differed by gender. Because of the sharper decline in recall among young men prior to 1999, Joint Service advertising recall was at the same level in 1997 and 1998 for young men and women. However, recall increased from 13 to 17 percent among women from 1998 to 1999 while it remained at 13 percent among men.

Figure 5-6. Trends in Joint Advertising Awareness



Note: The population reported in this figure includes 16-21 year-old youth with no more than two years of postsecondary education residing within the 48 contiguous United States.

Source: 1993 – 1999 YATS

Trends in Slogan Recognition

Youth were also surveyed about their recognition of Service advertising slogans – an integral part of an effective advertising campaign. One caveat about the importance of slogan recognition is in order. Although correct slogan recognition can be an indicator of successful advertising, the primary goal of military advertising is to create awareness and interest in military service, not to increase slogan recognition. While high slogan recognition may be an indicator of successful advertising, advertising should increase awareness, interest, and enlistments to be efffective, whether or not high levels of slogan recognition are achieved.

This section examines trends in slogan recognition among men and women from 1990 to 1999 for each of the Services. Data in these figures represent responses from 16-21 year-old youth with no more than two years of postsecondary education who reside in the 48 contiguous United States.

Table 5-4 displays advertising slogans and the Service associated with each one by the years in which they appeared in the YATS survey and the advertising campaigns of the Services. Three of the Services have introduced new slogans in their advertising campaigns since 1996—Navy (*Let the Journey Begin*), Marine Corps (*The Change is Forever*), and Coast Guard (*Jobs That Matter*). The Joint Service Advertising program also introduced a new slogan, *Make It Happen*, in 1995. The newest slogan is the Air Force Reserve slogan, *Above and Beyond*, that was introduced in 1999.

Table 5-4. Service Advertising Slogans: Years in Which Service Slogans Appeared in YATS Survey and Service Advertising Campaigns

		Years Appearing in...	
Service	**Slogan**	**YATS**	**Advertising Campaigns**
Army	*Be All You Can Be.*	1987-1999	1980-1999
	Get an Edge on Life.	1990-1999	1989-1994
Navy	*It's Not Just a Job. It's an Adventure!*	1987-1996	1976-1986
	You and the ____. Full Speed Ahead.	1990-1998	1990-1996
	You Are Tomorrow. You are the ___.	1990-1992	1988-1990
	Let the Journey Begin.	1996-1999	1996-1999
Marine Corps	*The Few. The Proud.*	1987-1999	1987-1995
	We're Looking For a Few Good Men.	1987-1991	1975-1987
		1994-1997	1993
	The Change is Forever.	1998-1999	1998-1999
Air Force	*Aim High.*	1987-1999	1980-1999
Coast Guard	*Be Part of the Action.*	1989-1999	1987-1995
	Jobs That Matter.	1997-1999	1997-1999
Joint Service	*It's a Great Place to Start.*	1987-1992	1977-1988
	Opportunity is Waiting for You.	1989-1992	1988-1991
	Stand Up. Stand Out.	1990-1992	1990-1991
	Make It Happen.	1995-1999	
Air Force Reserve	*It's a Great Way to Serve.*	1993-1998	1980s-1998
	Above and Beyond.	1999	1999
Army/Air National Guard	*Americans at Their Best.*	1993-1998	1987-1995
Army National Guard	*You Can.*	1997-1998	

YATS Measures

Respondents were asked whether they recognized slogans used by the Services by naming the correct Service affiliated with the slogan. The questions looked like:

> ***Which Service used the slogan: Be all you can be.?***

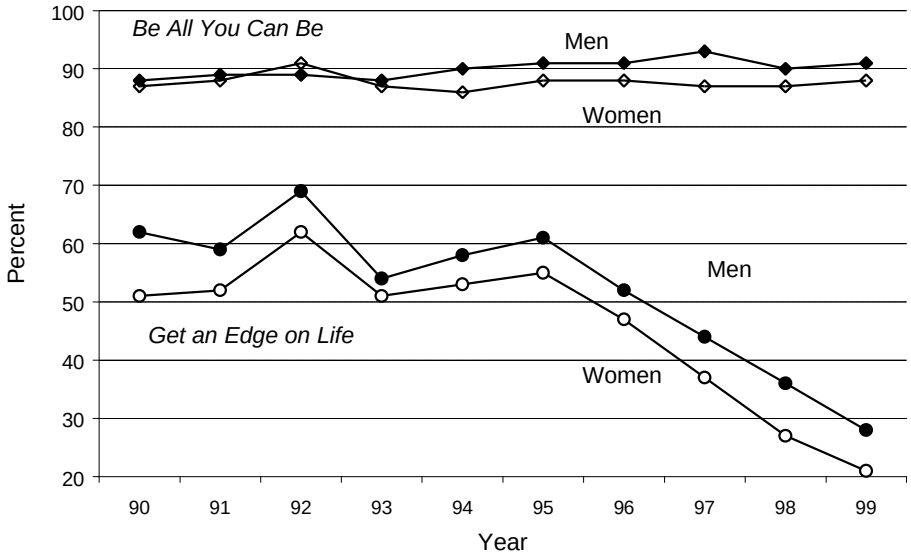
Slogans that included Service names were modified to suppress the name by substituting the word "blank" for the Service. The example below presents a question about a Navy slogan:

> ***Which Service used the slogan: You and the ____. Full Speed Ahead.?***

Army Slogan Recognition

Trends in Army slogan recognition from 1990 to 1999 are shown for men and women in Figure 5-7. Recognition rates for two Army slogans are displayed - *Be All You Can Be* and *Get an Edge on Life*. Recognition of *Be All You Can Be* is much higher than recognition of *Get an Edge on Life* with approximately 90 percent of men and women recognizing the slogan *Be All You Can Be* since 1990. Patterns of recognition among men and women toward *Get an Edge on Life* are similar and show that recognition has steadily decreased since 1995. Remember, the Army has not used the slogan in its advertising campaign since 1994 (Table 5-4).

Figure 5-7. Trends in Correct Army Slogan Recognition



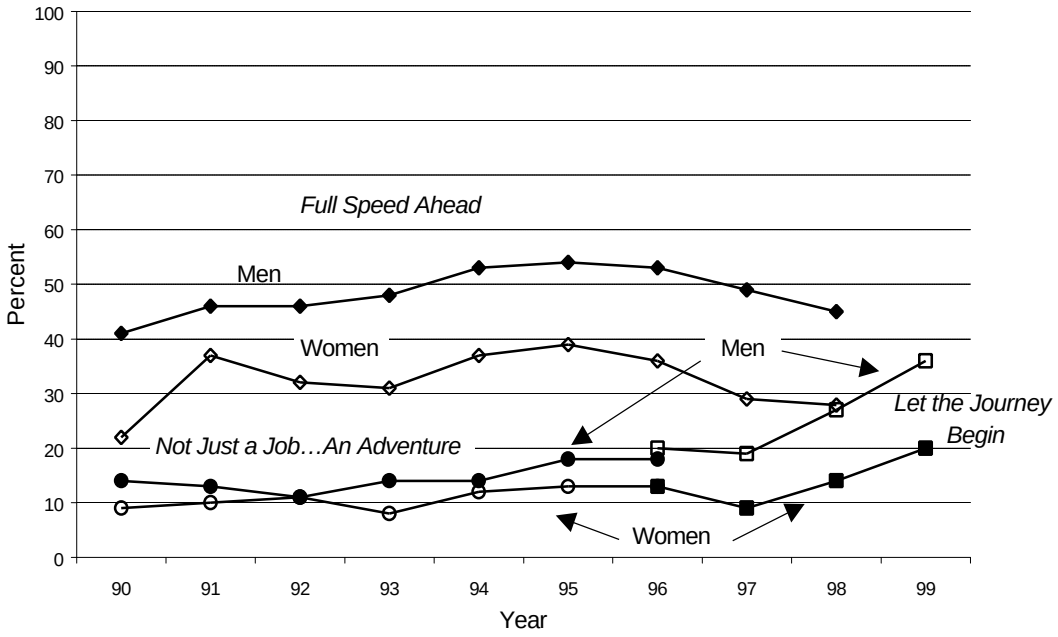
Note: The population reported in this figure includes 16-21 year-old youth with no more than two years of postsecondary education residing within the 48 contiguous United States.

Source: 1990 – 1999 YATS

Navy Slogan Recognition

Trends in Navy slogan recognition over the 10-year period are displayed for men and women in Figure 5-8. The figure shows recognition rates for three Navy slogans: *Full Speed Ahead, It's Not Just a Job, It's an Adventure*, and *Let the Journey Begin*. Recognition of *Full Speed Ahead* peaked around 1994. On the other hand, recognition of *It's Not Just a Job, It's an Adventure* increased slightly through 1996 before being replaced by the latest Navy slogan, *Let the Journey Begin*. Recognition of this latest Navy slogan is currently between levels displayed for *Full Speed Ahead* and *It's Not Just a Job, It's an Adventure.* The current trend indicates that it may be the most recognizable Navy slogan within the next several years – since 1997, recall has increased from 9 to 20 percent among women and 19 to 36 percent among men.

Figure 5-8. Trends in Correct Navy Slogan Recognition



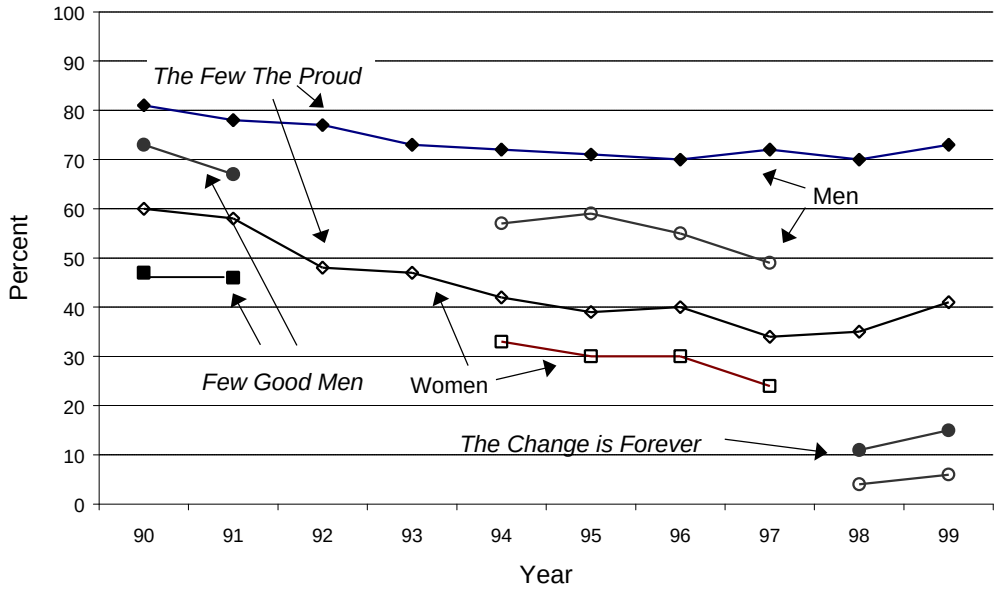
Note: The population reported in this figure includes 16-21 year-old youth with no more than two years of postsecondary education residing within the 48 contiguous United States.

Source: 1990 – 1999 YATS

Marine Corps Slogan Recognition

Figure 5-9 presents trends in slogan recognition for three Marine Corps slogans that have been used since 1990: *The Few, The Proud*; *We're Looking for a Few Good Men*; and *The Change is Forever*. The Marine Corps discontinued the use of the slogan *We're Looking for a Few Good Men*, during the early 1990s and the slogan was not included in the 1992 and 1993 YATS. Recognition of *The Few, The Proud* and *We're Looking for a Few Good Men* generally decreased between 1990 and 1998. However, recall for *The Few, The Proud* showed an increase for 1999. Recognition of the latest Marine Corps slogan, *The Change is Forever,* is much lower than for the other two Marine Corps slogans but its trend is positive.

Figure 5-9. Trends in Correct Marine Corps Slogan Recognition



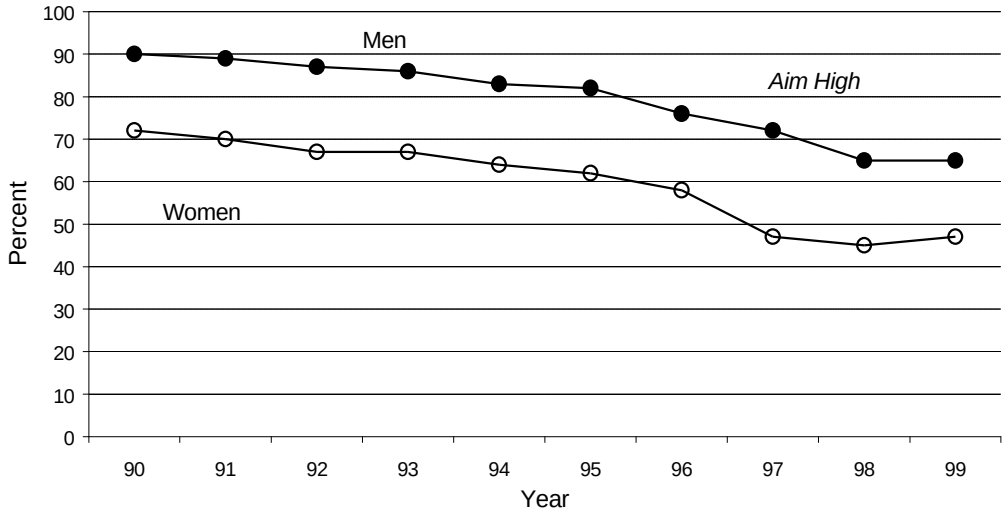
Note: The population reported in this figure includes 16-21 year-old youth with no more than two years of postsecondary education residing within the 48 contiguous United States.

Source: 1990 – 1999 YATS

Air Force Slogan Recognition

Figure 5-10 shows trends in slogan recognition for the Air Force's only slogan, *Aim High*. Recognition of this Air Force slogan remains approximately 20 percentage points higher among men than women; the overall trends are very similar. Recognition levels have dropped from approximately 90 to 70 percent among men, and 70 percent to 50 percent among women since 1990.

Figure 5-10. Trends in Correct Air Force Slogan Recognition



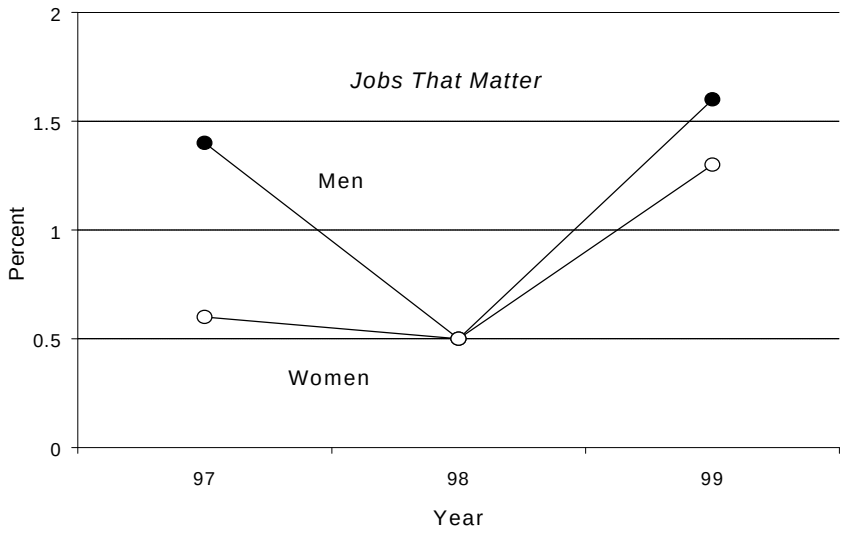
Note: The population reported in this figure includes 16-21 year-old youth with no more than two years of postsecondary education residing within the 48 contiguous United States.

Source: 1990 – 1999 YATS

Coast Guard Slogan Recognition

Figure 5-11 shows the trend for recognition of the Coast Guard slogan, *Be Part of the Action*, from 1990 to the present. The Coast Guard introduced the new slogan *Jobs That Matter* in 1997. In general, recognition of Coast Guard slogans is much lower than other Service slogans, but recognition increased noticeably for both in 1999.

Figure 5-11. Trends in Correct Coast Guard Slogan Recognition



Note: The population in this figure includes 16-21 year-old youth with no more than two years of postsecondary education residing within the 48 contiguous United States.

Source: 1997 – 1999 YATS

Advertising Awareness and Recruiter Contact

YATS Measures

Since 1993, YATS respondents have been asked:

> ***Within the past year, have you talked to a military recruiter?***

For those who had spoken to a military recruiter in the past year, the following questions were asked:

> ***What Service's recruiter have you talked to? (Any other Service's recruiter?)***

Table 5-5 displays recruiter contact rates by general advertising awareness and Joint Service advertising awareness. Percentages in the table represent the number of youth who had talked with a recruiter in the previous year among those who did or did not recall military advertising. For example, of the young men who recalled military advertising, 50 percent also had contact with a military recruiter during the previous year. Similarly, 41 percent of the young men who did not recall military advertising had contacted a recruiter over the previous year. Recruiter contact rates were significantly higher among young men who recalled military advertising than among youth who did not. The difference was even greater among young women. The table shows recruiter contact for Service advertising as well as Joint Service advertising.

Table 5-5. Recruiter Contact by Advertising Awareness and Gender

	Percent Contacting a Recruiter in the Past Year	
	Men	Women
Any Military Advertising		
Within the past year, do you recall seeing or hearing any advertising that encouraged people to enlist in one or more of the Services?		
Yes	50	42
No	41	27
Joint Service Advertising		
Do you recall seeing or hearing any advertising for the U.S. Armed Forces in which all the Services were represented?		
Yes	55	47
No	47	38

Note: The population reported in this table includes 16-21 year-old youth with no more than two years of post-secondary education residing within the 48 contiguous United States.

Source: 1993 – 1999 YATS

Table 5-6 shows the relationship between Service-specific advertising recall and recruiter contact among young men and women. The table classifies youth into two groups: those who recalled military advertising for a specific Service in the past year and those who did not recall this advertising. The two columns in the table present (1) the percent of youth who had contact with any Service recruiter in the past year, and (2) the percent of youth who had contact with a recruiter from the same Service for which their advertising awareness is measured. For example, 51 percent of the young men who recalled Army advertising reported having contact with a recruiter from any Service (including Army), and 28 percent of these had contact with an Army recruiter during the year. Those who did not recall Army advertising may have recalled military advertising of another Service. Additionally, youth who are counted as having contact with an Army recruiter may also have had contact with other Services during the previous year.

Table 5-6. Recruiter Contact by Service-Specific Advertising Awareness and Gender

	Percent Contacting a Recruiter in the Past Year		Percent Contacting a {SERVICE} Recruiter in the Past Year	
	Men	Women	Men	Women
Within the past year, do you recall seeing or hearing any advertising that encouraged people to enlist in one or more of the Services?				
If yes, for which Military Service did you see this kind of advertising?				
Army				
Yes, Recalled Army advertising	51	42	28	23
No, Did not recall Army advertising	43	34	17	12
Navy				
Yes, Recalled Navy advertising	52	45	17	14
No, Did not recall Navy advertising	46	37	9	6
Marine Corps				
Yes, Recalled Marine Corps advertising	53	45	24	14
No, Did not recall Marine Corps advertising	44	37	11	4
Air Force				
Yes, Recalled Air Force advertising	54	49	13	17
No, Did not recall Air Force advertising	46	37	4	4
Coast Guard				
Yes, Recalled Coast Guard advertising	56	49	3	4
No, Did not recall Coast Guard advertising	48	39	1	0

Note: The population reported in this table includes 16-21 year-old youth with no more than two years of post-secondary education residing within the 48 contiguous United States.

Source: 1993 – 1999 YATS.

In all cases, a significantly higher percentage of youth who recalled advertising for a specific Service also had contact with a recruiter from any Service compared with youth who did not recall advertising for that specific Service. The relationship between recalling a specific Service's advertising and contact with a recruiter from that Service is even stronger.

Findings substantiate that advertising awareness and recruiter contact are related, but do not tell us which is the cause and which the effect. It is most likely that recruiter contact and advertising awareness affect one another. Recruiter contact heightens awareness of recruiting advertising. And advertising, by increasing knowledge and awareness of military opportunities, increases the likelihood of recruiter contact.

Summary

The Services spend a great deal of time and money in developing advertising campaigns that will reach, persuade, and encourage youth to enlist in the military. YATS contains survey questions on recall of military advertising and recognition of military slogans that may provide valuable feedback to personnel responsible for service advertising campaigns.

Service advertising budgets are obviously a key element in producing effective advertising campaigns, and thus, advertising awareness among youth. In the past, the Army budget has been much larger than the other Service budgets, although the Navy and Air Force have increased their budgets significantly since 1997. Advertising awareness is highest for Army and Marine Corps active advertising, and recall rates among young men are significantly higher than women. Awareness of active Service advertising is higher than Reserve or National Guard advertising, and twice as many youth recall Army Reserve advertising compared to Army National Guard advertising.

Advertising awareness was also correlated with certain demographic characteristics:

- Army and Marine Corps advertising awareness increases as age increases
- Recall of Service advertising increases as educational attainment increases
- Recall is highest among youth who have already earned a college degree
- Whites are generally more likely to recall active Service advertising than Blacks or Hispanics

Trends in active Service advertising recall rates have declined steadily for Army, Marine Corps, and Air Force advertising between 1993 and 1998, however 1999 rates are more positive. The largest drop over the entire period occurred for Air Force advertising awareness. Overall trends in advertising awareness are similar between men and women with one exception: differences in advertising awareness between Army and Marine Corps advertising are much smaller among men than women.

YATS respondents were also asked if they remembered hearing or seeing Joint Service advertising–advertising which names each Service. Recall of Joint Service advertising has continued to drop since 1993. Men's awareness of Joint Service advertising was higher than that of women between 1993 and 1996, but a larger decline in recall among men between 1995 and 1997 has recall at the same level for 1997 and 1998. Recall of Joint Service advertising is actually higher among women than men for the first time ever in 1999.

Youth were also asked to identify slogans used in military advertising campaigns during the YATS interview. Correct recognition of Service slogans is higher among men than women, and three slogans continue to be most often correctly

identified by young men: *Be All You Can Be* (Army), *Aim High* (Air Force), and *The Few. The Proud* (Marine Corps). *Be All You Can Be* has been recognized by approximately 9 of 10 youth since 1990. *Aim High* was recognized by 90 percent of men and 70 percent of women in 1990, but recognition of the Air Force slogan has dropped by 25 percentage points over the past ten years. In general, correct recognition of Marine Corps, Air Force, and Coast Guard advertising slogans has decreased since 1990, while recognition of Navy slogans has increased. Recognition of the two Army slogans has produced mixed results. Recognition of *Be All You Can Be* has remained steady during the 1990's, but fewer youth now recognize the Army slogan *Get an Edge on Life*.

Finally, recruiter contact continues to be strongly related to advertising recall. Recruiter contact rates were significantly higher among youth who recalled military advertising than those who did not.

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Appendix A

Supplementary Data Tables for Chapter 2

Table A-1. Regional Distribution of the YATS Population
(Supporting Data for Figure 2-3, p. 2-6)

	Population in Millions			
Race/Ethnicity	Northeast	North Central	South	West
White	3.841	6.959	7.128	4.198
Black	0.745	0.753	2.942	0.409
Hispanic	0.719	0.556	1.684	2.062
Other	0.309	0.379	0.454	0.673

Source: 1999 YATS

Table A-2. Population Trends, 18-19 Year-Olds
(Supporting Data for Figure 2-4, p. 2-7)

	Year									
Gender	1984	1985	1986	1987	1988	1989	1990	1991	1992	1993
White	5,846	5,587	5,439	5,417	5,541	5,629	5,384	4,952	4,721	4,734
Black	1,137	1,094	1,059	1,054	1,059	1,097	1,108	1,061	1,025	1,016
Hispanic	718	721	737	765	817	870	890	874	878	898

Gender	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004
White	4,746	4,806	4,929	5,009	5,193	5,300	5,345	5,395	5,323	5,339	5,414
Black	1,019	1,047	1,080	1,106	1,160	1,175	1,175	1,186	1,172	1,180	1,206
Hispanic	934	966	1,007	1,046	1,093	1,150	1,183	1,211	1,230	1,253	1,298

Table A-3. Median Income, Men and Women 25 Years-Old and Over
(Supporting Data for Figure 2-6, p. 2-9)

	Year								
Gender	Less Than 9th Grade	9-12 Grade But No Diploma	High School Graduate	Some College	Associate's Degree	Bachelor's Degree	Master's Degree	Professional Degree	Doctorate
Men	19	25	31	36	38	49	62	85	76
Women	14	17	22	26	29	35	45	61	53

Note: In 1997 constant dollars. In 000's
Source: Digest of Education Statistics

Table A-4. Educational Trends and Projections
(Supporting Data for Figure 2-7, p. 2-10)

Year	Population	High School Graduate	Immediate College Enrollment	Total College Freshman	Bachelor's Degree
1985	3,819	2,666	1,539	2,292	988
1986	3,742	2,786	1,499	2,219	991
1987	3,751	2,647	1,503	2,246	995
1988	3,851	2,673	1,575	2,379	1,019
1989	3,949	2,454	1,463	2,341	1,051
1990	3,850	2,355	1,410	2,257	1,095
1991	3,601	2,276	1,420	2,278	1,137
1992	3,467	2,398	1,479	2,184	1,165
1993	3,479	2,338	1,464	2,161	1,169
1994	3,503	2,517	1,559	2,133	1,160
1995	3,561	2,599	1,610	2,169	1,165
1996	3,660	2,660	1,729	2,193	1,166
1997	3,734	2,769	1,856		1,172
1998	3,922	2,849	1,930		1,166
1999	3,924	2,947	2,018		1,161
2000	4,015	3,043	2,106		1,173
2001	4,024	3,071	2,149		1,195
2002	4,149	3,083	2,180		1,214
2003	4,082	3,105	2,220		1,227
2004	4,106	3,168	2,288		1,235

Table A-5. Percent Unemployment Among 19-24 Year-Old High School Graduate Non-Students Who Do Not Have Bachelor's Degrees (Supporting Data for Figure 2-8, p. 2-13)

Year	Men	Women
1987	9	10
1988	8	9
1989	8	9
1990	10	10
1991	11	11
1992	10	10
1993	10	11
1994	9	11
1995	10	11
1996	10	11
1997	9	10
1998	7	9
1999	10	8

Table A-6. CPI Adjusted Median Weekly Earnings of 19- to 24-Year-Old High School Graduate Non-Students Who Do Not Have Bachelor's Degrees
(Supporting Data for Figure 2-9, p. 2-13)

Year	Men	Women
1987	359	301
1988	358	289
1989	368	302
1990	349	299
1991	335	287
1992	325	279
1993	316	277
1994	330	286
1995	340	295
1996	327	291
1997	335	294
1998	350	296
1999	413	342

Appendix B

Estimating Veteran Fathers

Estimating Veteran Fathers

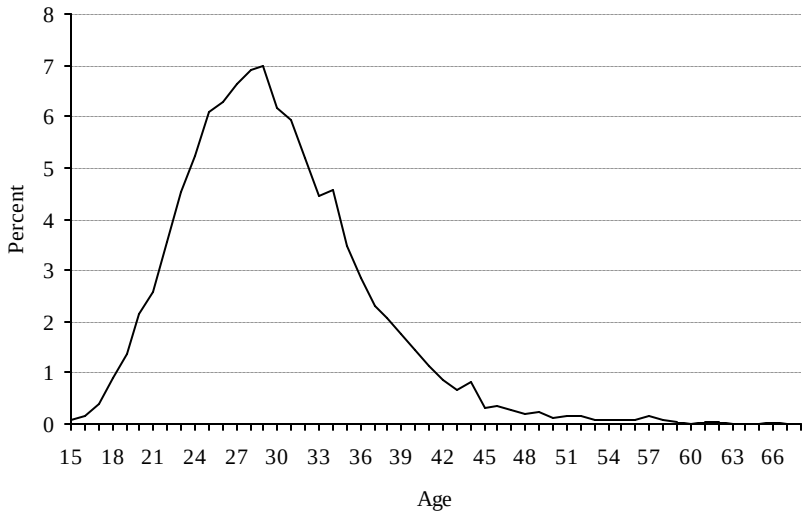
Estimation of the percent of youth with fathers who have served in the military is based on data from the October 1990 Current Population Survey (CPS) microdata file. From this file, two types of estimates were generated:

- The distribution of age differences between fathers and children, and
- The distribution of ages of men who have served in the military.

For the first estimate, we identified all households in which children less than 10 years of age were living. For each child, the file provides the an identification of one of the child's parents. The file also provides, for each person, an identification of that person's spouse. Thus, for each child, we created a file that included an adult identified as the child's parent and a person identified as that parent's spouse. From this file, we retained only males (presumably fathers). For each father, we generated a new variable as the difference between the age of the father and the age of the child. This difference should be a close approximation of the age of the father at the child's birth. A few differences appeared not to be credible—differences less than 15 years and differences greater than 68. These represented approximately 0.1% of the cases; they were removed from the distribution. The resulting age distribution is shown in Figure 1.

Figure 1

Ages of Fathers at the Time of Their Children's Birth

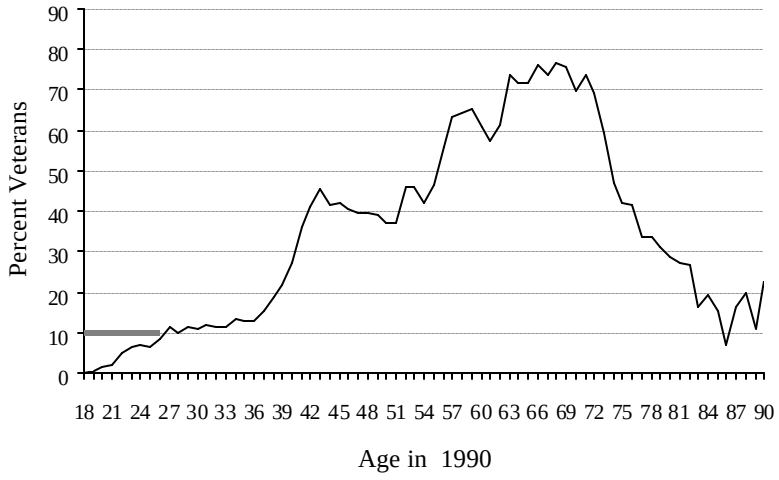


A potential problem: families break up and fathers are not present in the household with their children. We deliberately examined data from children less than 10 years of age to minimize this. Furthermore, we examined the distributions of age differences by year of age of the child, and found no important differences. The distribution of differences between fathers' ages and their children's' ages were about the same regardless of the age of the child. Thus, using data for all children under 10 years old seems reasonable.

The second distribution (Figure 2) was taken directly from the CPS file. It shows the percent of men, by year of age, who have been in the military. This Figure reflects history. Men who were 70 years old in 1990, for example, would have been born in 1920, and 19 years old at the beginning of World War II.

Figure 2

Percent of Men Who Have Served in the Military



An estimate of the percent of fathers of 18-year-olds in 1990 who were veterans can be calculated as

$$Vet\%_{1990} = \sum_{i=15,\,68,\,j=\,i\,+\,18} FatherAge\%_i * VetAge\%_j / 100$$

where $FatherAge\%_i$ is the percent of fathers who are age i and $VetAge\%_j$ is the percent of men of age j who have served in the military. For years other than 1990, the formula is

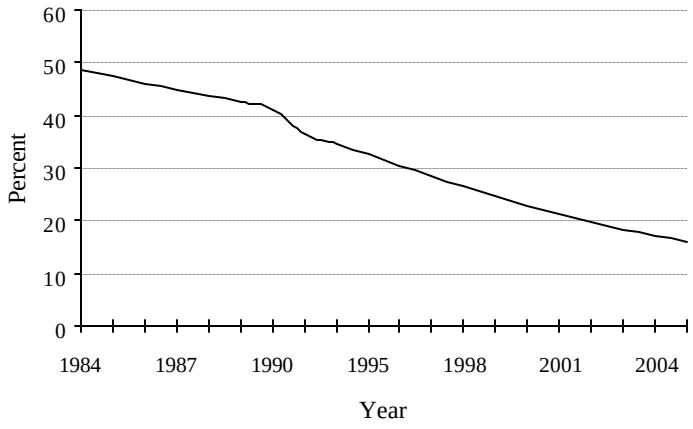
$$Vet\%_Y = \sum_{i=15,\,68,\,j=\,i\,+\,18\,+\,1990\,-\,Y} FatherAge\%_i * VetAge\%_j / 100$$

This assumes that, for most of the range of fathers ages, the percent who are veterans does not change from year to year. The percent of 36-year-old men in 1990 who were veterans, for example, is the same as the percent of 35-year-old men in 1989 who were veterans. This assumption is reasonable if (a) the mortality rate of veterans is the same as nonveterans and (b) the age range does not include ages at which men enter military service. The latter assumption does not hold for projections beyond about 2000 (the minimum value for j would be 15 + 18 + 1990 –2000 = 23, an age at which some young men are entering military service. To avoid the resulting underestimate, we have assumed that, in the near future, about 10 percent of men will have entered the milita1ry before their sons are enlistment age. This assumption is reflected by the gray line in the lower left corner of Figure 2.

The resulting est1imate of the percent of fathers who were (or will be veterans) when their children are 18 is shown in Figure 3.

Figure 3

Fathers of 18-Year-Olds Who Have Served in the Military



Appendix C

Supplementary Data Tables for Chapter 3

Table 3-1. Propensity by Education, Gender

Education Level	Men			Women		
	Unaided Propensity	Active Composite Propensity	Reserve Composite Propensity	Unaided Propensity	Active Composite Propensity	Reserve Composite Propensity
Students						
H.S. Juniors	14 (0.6)	37 (0.7)	25 (0.7)	6 (0.5)	19 (0.9)	14 (0.7)
H.S. Seniors	12 (0.5)	30 (0.7)	22 (0.7)	5 (0.5)	16 (0.8)	12 (0.7)
Postsecondary Vo-Tech	3 (0.8)	17 (1.6)	15 (1.5)	0 (--)	7 (1.2)	7 (1.8)
2-Year College	2 (0.3)	16 (1.0)	15 (1.1)	1 (0.3)	7 (0.9)	7 (1.1)
4-Yr College						
Freshmen	2 (0.3)	12 (0.6)	12 (0.7)	0 (--)	6 (0.8)	6 (0.7)
Sophomores	1 (0.2)	10 (0.7)	9 (0.6)	0 (--)	4 (0.6)	5 (0.6)
Juniors	1 (0.4)	9 (0.7)	9 (0.6)	0 (--)	5 (0.7)	4 (0.6)
Seniors	2 (0.3)	8 (0.7)	6 (0.7)	0 (--)	3 (0.5)	2 (0.4)
Graduate Students	1 (0.3)	7 (1.3)	6 (1.2)	0 (--)	2 (0.6)	1 (0.5)
Non-Students						
H.S. Dropouts	5 (0.5)	31 (0.9)	25 (0.9)	1 (0.2)	12 (1.2)	10 (1.0)
H.S. Grads (no college)	4 (0.2)	19 (0.4)	16 (0.5)	1 (0.2)	8 (0.6)	7 (0.6)
Some College (not BS)	1 (0.3)	11 (0.7)	11 (0.7)	0 (--)	6 (0.7)	6 (0.7)
College Grads (BS +)	1 (0.2)	5 (0.6)	4 (0.6)	0 (--)	2 (0.7)	1 (0.3)

Source: 1993 – 1999 YATS

Table 3-2. Propensity by Employment, Gender

Education Level	Men			Women		
	Unaided Propensity	Active Composite Propensity	Reserve Composite Propensity	Unaided Propensity	Active Composite Propensity	Reserve Composite Propensity
Students						
Employed	7 (0.2)	21 (0.4)	16 (0.5)	2 (0.2)	9 (0.3)	7 (0.3)
Unemployed, looking	13 (0.4)	37 (0.7)	28 (0.9)	5 (0.5)	23 (1.1)	18 (0.7)
Unemployed, not looking	5 (0.3)	17 (0.5)	12 (0.5)	1 (0.2)	8 (0.5)	6 (0.4)
Non-Students						
Employed	3 (0.2)	18 (0.4)	15 (0.4)	1 (0.1)	7 (0.4)	6 (0.4)
Unemployed, looking	6 (0.6)	29 (1.2)	24 (1.5)	1 (0.4)	15 (1.5)	13 (1.3)
Unemployed, not looking	5 (1.1)	20 (1.8)	15 (1.5)	0 (--)	6 (0.9)	6 (0.9)

Source: 1993 – 1999 YATS

Table 3-3. Propensity by Income Prospects in Military vs. Civilian Jobs

Expected relative earnings in military vs. civilian employment	Men			Women		
	Unaided Propensity	Active Composite Propensity	Reserve Composite Propensity	Unaided Propensity	Active Composite Propensity	Reserve Composite Propensity
More in military job	16 (0.5)	45 (0.6)	33 (0.7)	5 (0.3)	21 (0.6)	16 (0.6)
Military/civilian same	7 (0.9)	22 (1.5)	17 (1.0)	1 (0.3)	10 (1.1)	8 (1.0)
More in civilian job	2 (0.1)	13 (0.3)	11 (0.2)	1 (0.1)	5 (0.3)	4 (0.2)

Source: 1995 – 1999 YATS

Table 3-4. Propensity by Perceived Difficulty in Getting a Civilian Job

Perceived difficulty in getting a job	Men			Women		
	Unaided Propensity	Active Composite Propensity	Reserve Composite Propensity	Unaided Propensity	Active Composite Propensity	Reserve Composite Propensity
Almost impossible	10 (0.7)	35 (1.0)	26 (1.0)	3 (0.5)	14 (1.1)	11 (0.9)
Very difficult	8 (0.4)	26 (0.8)	21 (0.6)	3 (0.4)	14 (0.6)	11 (0.6)
Somewhat difficult	6 (0.2)	22 (0.5)	17 (0.4)	2 (0.1)	9 (0.4)	8 (0.4)
Not difficult	4 (0.2)	17 (0.3)	14 (0.3)	1 (0.1)	8 (0.4)	6 (0.4)

Source: 1995 – 1999 YATS

Table 3-5. Propensity by Race/Ethnicity

Race/Ethnicity	Men			Women		
	Unaided Propensity	Active Composite Propensity	Reserve Composite Propensity	Unaided Propensity	Active Composite Propensity	Reserve Composite Propensity
Total Population						
White	5 (0.2)	16 (0.3)	12 (0.2)	1 (0.1)	6 (0.2)	4 (0.2)
Black	8 (0.4)	30 (0.9)	26 (1.1)	4 (0.4)	19 (0.8)	17 (0.8)
Hispanic	8 (0.5)	39 (0.8)	29 (0.8)	2 (0.3)	19 (1.0)	15 (0.7)
Asian	4 (0.6)	26 (1.2)	22 (1.2)	0 (0.2)	13 (1.3)	12 (1.2)
American Indian	7 (1.2)	28 (1.5)	20 (1.4)	3 (1.0)	13 (1.9)	10 (2.0)
High School Seniors						
White	10 (0.6)	24 (0.8)	17 (0.8)	2 (0.4)	10 (0.7)	7 (0.5)
Black	14 (1.5)	36 (2.3)	30 (2.4)	11 (1.8)	28 (2.8)	21 (2.4)
Hispanic	16 (1.4)	44 (2.2)	32 (1.7)	5 (1.2)	24 (2.9)	17 (2.8)
High School Graduates						
White	1 (0.1)	7 (0.3)	6 (0.2)	0 (--)	2 (0.2)	2 (0.2)
Black	2 (0.4)	18 (1.4)	18 (1.2)	1 (0.3)	11 (0.9)	11 (1.1)
Hispanic	2 (0.5)	21 (1.2)	19 (1.2)	0 (0.2)	11 (1.1)	9 (1.0)

Source: 1993 – 1999 YATS

Table 3-6. Propensity of High School Juniors and Seniors by Mother's Education

Mother's Education	Men			Women		
	Unaided Propensity	Active Composite Propensity	Reserve Composite Propensity	Unaided Propensity	Active Composite Propensity	Reserve Composite Propensity
Less than H.S. Grad	19 (1.1)	50 (1.8)	33 (1.8)	8 (1.1)	27 (2.4)	21 (1.6)
H. S. Grad	14 (0.5)	35 (0.9)	23 (0.9)	6 (0.6)	19 (1.0)	14 (0.9)
Some College	13 (1.1)	33 (1.3)	25 (1.1)	4 (0.7)	16 (1.2)	11 (1.2)
College Graduate	10 (0.6)	23 (0.9)	18 (0.9)	3 (0.5)	11 (0.9)	8 (0.7)

Source: 1993 – 1999 YATS

Table 3-7. Propensity by Geographic Region

Census Region	Men			Women		
	Unaided Propensity	Active Composite Propensity	Reserve Composite Propensity	Unaided Propensity	Active Composite Propensity	Reserve Composite Propensity
All Race/Ethnic Groups						
Northeast	5 (0.3)	21 (0.6)	17 (0.6)	2 (0.3)	12 (0.8)	9 (0.7)
North Central	5 (0.2)	17 (0.4)	13 (0.4)	2 (0.2)	8 (0.6)	7 (0.5)
South	7 (0.2)	24 (0.5)	19 (0.4)	3 (0.2)	14 (0.6)	12 (0.6)
West	6 (0.2)	24 (0.6)	18 (0.5)	3 (0.3)	14 (0.7)	9 (0.6)
Whites Only						
Northeast	5 (0.3)	16 (0.5)	13 (0.5)	2 (0.3)	8 (0.7)	6 (0.6)
North Central	5 (0.3)	14 (0.5)	11 (0.4)	1 (0.2)	6 (0.5)	5 (0.5)
South	5 (0.2)	18 (0.4)	14 (0.4)	2 (0.2)	7 (0.5)	5 (0.5)
West	5 (0.3)	17 (0.6)	12 (0.6)	2 (0.3)	9 (0.7)	6 (0.6)

Source: 1993 – 1999 YATS

Table C-1. Propensity by Single Year of Age for Young Men
(Supporting Data for Figure 3-1, p. 3-6)

	Age								
Propensity	16	17	18	19	20	21	22	23	24
Composite Active	37 (0.7)	33 (0.7)	26 (0.8)	22 (0.8)	20 (0.8)	19 (0.8)	17 (1.0)	16 (0.9)	16 (1.0)
Composite Reserve	26 (0.6)	24 (0.6)	19 (0.6)	18 (0.8)	17 (0.8)	16 (0.9)	15 (0.9)	15 (1.1)	14 (1.1)
Unaided	14 (0.5)	13 (0.4)	8 (0.5)	5 (0.4)	6 (0.4)	3 (0.4)	3 (0.4)	1 (0.3)	1 (0.3)

Source: 1993 – 1999 YATS

Table C-2. Propensity by Single Year of Age for Young Women
(Supporting Data for Figure 3-2, p. 3-7)

	Age								
Propensity	16	17	18	19	20	21	22	23	24
Composite Active	19 (0.7)	18 (0.9)	13 (0.8)	8 (0.7)	11 (0.8)	8 (0.8)	6 (0.9)	7 (0.7)	6 (0.8)
Composite Reserve	14 (0.6)	13 (0.7)	10 (0.7)	7 (0.7)	9 (0.7)	7 (0.8)	7 (0.8)	6 (0.8)	6 (0.8)
Unaided	5 (0.4)	4 (0.5)	3 (0.4)	1 (0.3)	1 (0.2)	1 (0.2)	1 (0.2)	1 (0.3)	0.4 (0.2)

Source: 1993 – 1999 YATS

Table C-3. Active Composite Propensity of Youth, by Marital Status (Supporting Data for Section: *Marital Status*, p. 3-14)

	Men	Women
Marital Status		
Single	26 (0.3)	13 (0.3)
Married	15 (0.9)	5 (0.6)
Other	23 (2.9)	11 (1.5)

Source: 1993 – 1999 YATS

Table C-4. Composite Active Propensity of High School Students and Graduates, by Veteran Status of Father (Supporting Data for Section*: Influencers with Military Experience*, p. 3-14)

	Men		Women	
	Father's Veteran Status			
	Veteran	Not a Veteran	Veteran	Not a Veteran
Young High School Students	43 ()	37 ()	24 ()	21 ()
High School Seniors	32 ()	28 ()	18 ()	17 ()
High School Graduates	17 ()	19 ()	7 ()	10 ()

Source: 1995 – 1999 YATS

Table C-5. Composite Active Propensity of High School Students and Graduates, by Veteran Status of Friends (Supporting Data for Section: *Influencers with Military Experience*, p. 3-14)

	Men		Women	
	Friend's Veteran Status			
	Veteran	Not a Veteran	Veteran	Not a Veteran
Young High School Students	42 ()	37 ()	25 ()	19 ()
High School Seniors	32 ()	28 ()	18 ()	16 ()
High School Graduates	17 ()	24 ()	8 ()	9 ()

Source: 1995 – 1999 YATS

Table C-6. Coast Guard Propensity for Young Men and Young Women, 1990 – 1999 (Supporting Data for Figure 3-14, p. 3-30)

	Year									
Propensity	1990	1991	1992	1993	1994	1995	1996	1997	1998	1999
Men	8 (0.5)	11 (0.8)	8 (0.7)	9 (0.7)	8 (0.5)	8 (0.5)	8 (0.5)	8 (0.5)	8 (0.5)	8 (0.5)
Women	3 (0.6)	3 (0.6)	2 (0.5)	3 (0.6)	4 (0.7)	4 (0.4)	3 (0.4)	4 (0.4)	4 (0.4)	4 (0.4)

Source: 1990 – 1999 YATS

Appendix D

1999 YATS Topline Tables
(Supplementary Data Tables for Chapter 3)

Table D-1. Trends in Propensity to Serve on Active Duty

16-21 Year-Old Males

	1991	1992	1993	1994	1995	1996	1997	1998	1999
Army	17 *	13	13	11 *	12	12	11	12	12
Navy	12	11	10	9 *	10	10	10 *	9 *	11
Marine Corps	13	13	11	11	11	11	11	11	12
Air Force	16 *	14	14	12	12	12	12	12	13
Any Service	34 *	29	29	26 *	28	27 *	26 *	26 *	29

22-24 Year-Old Males

	1991	1992	1993	1994	1995	1996	1997	1998	1999
Army	10	8	6	7	8	7	7	8	8
Navy	7	5	6	8	7	5	6	8	7
Marine Corps	7	8	4	7	8	6	7	6	6
Air Force	9	10	8	10	10	7	7	8	10
Any Service	18	18	15	17	17	15	15	17	18

16-21 Year-Old Females

	1991	1992	1993	1994	1995	1996	1997	1998	1999
Army	7	5	5	7	6	6	5	6	6
Navy	6	4 *	3 *	5 *	5 *	6	4 *	5	7
Marine Corps	3	3	4	4	4	4	3	4	4
Air Force	9	7	7	5 *	7	7	6 *	7	7
Any Service	15	12 *	12 *	13	13	14	12 *	13	15

22-24 Year-Old Females

	1991	1992	1993	1994	1995	1996	1997	1998	1999
Army	5	2	1	2	3	3	3	3	3
Navy	3	3	0 *	1	3	2	2	4	3
Marine Corps	2	3	1	2	2	2	2	2	2
Air Force	7	3	2	4	4	3	3	4	4
Any Service	10	6	5	6	6	7	6	7	7

16-21 Year-Old Males By Race/Ethnicity (Any Service)

	1991	1992	1993	1994	1995	1996	1997	1998	1999
Whites	29 *	25	25	22	23	20	21	20	22
African Americans	49 *	36	37	32	32	34	34	30	36
Hispanics	46	45	42	39	44	43	37 *	44	46

16-21 Year-Old Females By Race/Ethnicity (Any Service)

	1991	1992	1993	1994	1995	1996	1997	1998	1999
Whites	9	9	7	9	7	9	7 *	7 *	9
African Americans	28	16 *	23	20 *	24	23	19 *	23	29
Hispanics	28	22	21	25	25	25	21	26	22

* The difference between this number and the 1999 propensity is statistically significant. Propensity estimates are based on a representative sample of American youth, and results will vary slightly from what would have been obtained if all American youth were interviewed. For example, for 16-21 year-olds, estimates will usually be within a percentage point of true population values and will nearly always be within two percentage points. Asterisks (*) denote propensities that are significantly different ($\alpha = 0.05$) from the 1999 YATS results; that is, there is less than one chance in 20 that propensities could differ so much, solely as a result of random sampling.

Table D-2. Trends In Propensity To Serve In The Reserve Components

16-21 Year-Old Males

	1991	1992	1993	1994	1995	1996	1997	1998	1999
National Guard	12	10	10	10	9 *	10	9 *	10	11
Reserves	21 *	18	17	16	16	16	17	14 *	16
Composite Reserve	25	22	21	20	19	20	20	19 *	21

22-24 Year-Old Males

	1991	1992	1993	1994	1995	1996	1997	1998	1999
National Guard	7	9	6	7	7	8	8	10	8
Reserves	9 *	14	12	11	13	11	11	13	13
Composite Reserve	12	17	13	13	15	14	13	16	16

16-21 Year-Old Females

	1991	1992	1993	1994	1995	1996	1997	1998	1999
National Guard	5	3	5	4	5	6	4	4	5
Reserves	8	8	8	8	8	9	7 *	7 *	9
Composite Reserve	9	9	9	10	11	12	9 *	9	11

22-24 Year-Old Females

	1991	1992	1993	1994	1995	1996	1997	1998	1999
National Guard	4	5	2	2	3	2	2	4	3
Reserves	9	7	7	5	7	5	5	5	5
Composite Reserve	9	9	7	6	8	6	6	7	6

16-21 Year-Old Males By Race/Ethnicity (Any Reserve Component)

	1991	1992	1993	1994	1995	1996	1997	1998	1999
Whites	20 *	18 *	16	15	15	16	15	13 *	16
African Americans	43 *	28	31	27	30	30	29	25	27
Hispanics	31	32	32	32	27	31	28	32	32

16-21 Year-Old Females By Race/Ethnicity (Any Reserve Component)

	1991	1992	1993	1994	1995	1996	1997	1998	1999
Whites	5	6	4 *	7	5	7	5	5	7
African Americans	16 *	13 *	23	16 *	22	23	17 *	15 *	22
Hispanics	21	17	13	17	19	20	15	16	17

Appendix E

Supplementary Data Tables for Chapter 4

Table E-1. Main Reasons for Joining Among Young Men and Women by Composite Active Propensity (Supporting Data for Table 4-1, p. 4-4)

	Men			Women		
	Propensity			Propensity		
	Positive	Negative	Total	Positive	Negative	Total
Money for education	33 (1.1)	32 (0.7)	32 (0.7)	36 (2.1)	37 (0.9)	37 (0.8)
Job training	33 (1.1)	20 (0.5)	24 (0.5)	29 (1.9)	15 (0.6)	17 (0.6)
Duty to country	17 (0.8)	11 (0.4)	12 (0.4)	13 (1.5)	9 (0.4)	9 (0.4)
Pay	13 (0.8)	12 (0.5)	12 (0.4)	12 (1.4)	10 (0.5)	11 (0.5)
Travel	11 (0.6)	8 (0.4)	9 (0.3)	10 (1.3)	7 (0.4)	7 (0.4)
Develop discipline	8 (0.5)	5 (0.3)	6 (0.3)	6 (1.0)	3 (0.3)	4 (0.3)
Job security	6 (0.6)	5 (0.3)	5 (0.2)	6 (1.1)	4 (0.3)	4 (0.3)
Self-esteem	10 (0.6)	4 (0.3)	6 (0.3)	8 (1.0)	3 (0.3)	4 (0.3)
Would not consider	0 (--)	7 (0.4)	5 (0.3)	0 (--)	10 (0.6)	9 (0.5)
Family tradition	6 (0.6)	3 (0.2)	4 (0.2)	6 (0.8)	3 (0.2)	3 (0.3)
National defense	3 (0.4)	2 (0.2)	3 (0.2)	2 (0.6)	2 (0.2)	2 (0.2)
Retirement benefits	4 (0.5)	3 (0.3)	3 (0.2)	4 (1.0)	2 (0.3)	2 (0.3)
Physical challenge	4 (0.5)	3 (0.2)	3 (0.2)	3 (0.7)	2 (0.2)	2 (0.2)
Nothing better to do	2 (0.3)	3 (0.2)	3 (0.2)	3 (0.8)	2 (0.2)	2 (0.2)
Mean number of mentions	1.5	1.2	1.3	1.4	1.1	1.1

Note: The population reported in this table includes 16-21 year-old youth with no more than two years of postsecondary education residing within the 48 contiguous United States.

Source: 1996 - 1999 YATS

Table E-2. Main Reasons for Joining Among Young Men and Women by Race/Ethnicity (Supporting Data for Table 4-2, p. 4-5)

	Men Race/Ethnicity			Women Race/Ethnicity		
	White	Black	Hispanic	White	Black	Hispanic
Money for education	33 (0.8)	29 (1.4)	32 (1.8)	38 (0.8)	36 (2.0)	33 (1.9)
Job training	24 (0.6)	21 (1.4)	26 (1.1)	16 (0.7)	21 (1.8)	20 (1.7)
Duty to country	13 (0.5)	10 (1.1)	12 (1.1)	11 (0.6)	5 (0.8)	10 (1.2)
Pay	12 (0.4)	15 (1.3)	13 (1.0)	10 (0.5)	13 (1.4)	10 (1.1)
Travel	8 (0.3)	11 (1.1)	8 (0.8)	7 (0.4)	10 (1.3)	7 (0.9)
Develop discipline	6 (0.3)	5 (0.7)	6 (0.7)	4 (0.3)	5 (0.9)	3 (0.7)
Job security	5 (0.3)	5 (0.7)	6 (0.8)	4 (0.4)	6 (1.0)	3 (0.8)
Self-esteem	5 (0.3)	6 (0.9)	8 (0.9)	4 (0.4)	5 (1.0)	5 (0.9)
Would not consider	5 (0.3)	6 (0.9)	3 (0.6)	10 (0.5)	8 (1.1)	7 (1.2)
Family tradition	4 (0.2)	3 (0.6)	3 (0.5)	3 (0.3)	2 (0.5)	3 (0.8)
National defense	3 (0.2)	1 (0.4)	2 (0.6)	2 (0.2)	1 (0.5)	2 (0.5)
Retirement benefits	4 (0.3)	3 (0.5)	3 (0.6)	3 (0.3)	3 (0.7)	2 (0.7)
Physical challenge	3 (0.2)	2 (0.6)	3 (0.6)	2 (0.2)	2 (0.6)	2 (0.5)
Nothing better to do	3 (0.2)	4 (0.6)	3 (0.5)	1 (0.2)	3 (0.7)	3 (0.8)
Mean number of mentions	1.3	1.2	1.3	1.1	1.2	1.1

Note: The population reported in this table includes 16-21 year-old youth with no more than two years of postsecondary education residing within the 48 contiguous United States.

Source: 1996 - 1999 YATS

Table E-3. Main Reasons for Joining Among High School Seniors and Graduates, by Gender (Supporting Data for Section: *School Status*, p. 4-6)

	Men		Women	
Reason	High School Senior[a]	High School Graduate[b]	High School Senior[c]	High School Graduate[d]
Pay	12 (0.8)	13 (1.1)	10 (0.8)	10 (1.2)
Travel	8 (0.7)	12 (1.1)	6 (0.8)	10 (1.5)
National Defense	2 (0.4)	2 (0.4)	3 (0.5)	2 (0.5)
Retirement Benefits	3 (0.5)	5 (0.6)	2 (0.5)	5 (0.9)
Job Training	23 (1.1)	27 (1.3)	18 (1.5)	17 (1.4)
Self-Esteem	5 (0.6)	5 (0.7)	5 (0.7)	3 (0.6)
Duty to Country	12 (0.8)	9 (0.8)	10 (0.9)	7 (0.9)
Money for Education	40 (1.4)	29 (1.7)	43 (1.5)	37 (2.5)
Physical Challenge	3 (0.4)	4 (0.5)	3 (0.5)	2 (0.6)
Develop Discipline	5 (0.5)	5 (0.5)	4 (0.5)	3 (0.7)
Job Security	3 (0.4)	9 (0.8)	3 (0.6)	8 (1.2)
Family Tradition	4 (0.4)	2 (0.5)	3 (0.6)	2 (0.5)
Nothing Better to Do	3 (0.4)	4 (0.6)	2 (0.6)	2 (0.8)
Would Not Consider	4 (0.5)	5 (0.7)	8 (0.8)	10 (1.5)

Note: The population reported in this table includes 16-21 year-old youth with no more than two years of postsecondary education residing within the 48 contiguous United States.

Source: 1996 - 1999 YATS

[a] Estimates are based on 1,749 interviews.
[b] Estimates are based on 1,122 interviews.
[c] Estimates are based on 1,140 interviews.
[d] Estimates are based on 618 interviews.

Table E-4. Main Reasons for Joining Among Young Men and Women, by Parent Veteran Status (Supporting Data for Section: *Veterans*, p. 4-6)

	Men		Women	
Reason	Veteran[a]	Non-Veteran[b]	Veteran[c]	Non-Veteran[d]
Pay	13 (0.9)	12 (0.5)	12 (1.0)	10 (0.5)
Travel	9 (0.7)	8 (0.3)	8 (0.9)	7 (0.4)
National Defense	3 (0.2)	3 (0.3)	2 (0.6)	2 (0.2)
Retirement Benefits	3 (0.4)	4 (0.3)	3 (0.5)	2 (0.3)
Job Training	27 (1.1)	23 (0.6)	18 (1.2)	17 (0.7)
Self-Esteem	5 (0.6)	6 (0.3)	4 (0.6)	4 (0.3)
Duty to Country	12 (1.0)	13 (0.4)	8 (0.8)	10 (0.4)
Money for Education	34 (1.1)	32 (0.8)	38 (1.6)	37 (0.8)
Physical Challenge	3 (0.4)	3 (0.2)	3 (0.4)	2 (0.2)
Develop Discipline	6 (0.5)	6 (0.3)	4 (0.6)	4 (0.3)
Job Security	6 (0.6)	5 (0.3)	4 (0.8)	4 (0.3)
Family Tradition	5 (0.5)	3 (0.2)	5 (0.6)	3 (0.2)
Nothing Better to Do	3 (0.5)	3 (0.2)	2 (0.5)	2 (0.3)
Would Not Consider	3 (0.4)	5 (0.3)	8 (1.0)	9 (0.6)

Note: The population reported in this table includes 16-21 year-old youth with no more than two years of postsecondary education residing within the 48 contiguous United States.

Source: 1996 - 1999 YATS

[a] Estimates are based on 2,000 interviews.
[b] Estimates are based on 6,747 interviews.
[c] Estimates are based on 1,044 interviews.
[d] Estimates are based on 4,159 interviews.

Table E-5. Main Reasons for Joining Among Young Men and Women by Friend Veteran Status (Supporting Data for Section: *Veterans*, p. 4-7)

	Men		Women	
Reason	Veteran[a]	Non-Veteran[b]	Veteran[c]	Non-Veteran[d]
Pay	12 (0.5)	13 (0.7)	13 (0.9)	10 (0.5)
Travel	8 (0.4)	10 (0.7)	9 (0.8)	7 (0.4)
National Defense	2 (0.3)	3 (0.2)	3 (0.5)	2 (0.2)
Retirement Benefits	5 (0.5)	3 (0.2)	2 (0.4)	3 (0.3)
Job Training	28 (0.9)	22 (0.5)	18 (1.2)	17 (0.7)
Self-Esteem	7 (0.6)	5 (0.3)	4 (0.6)	4 (0.3)
Duty to Country	13 (0.8)	12 (0.5)	9 (0.9)	9 (0.5)
Money for Education	33 (1.0)	32 (0.8)	41 (1.6)	36 (0.9)
Physical Challenge	4 (0.4)	3 (0.3)	3 (0.5)	2 (0.2)
Develop Discipline	7 (0.6)	5 (0.3)	5 (0.6)	4 (0.3)
Job Security	6 (0.5)	5 (0.3)	5 (0.8)	3 (0.3)
Family Tradition	4 (0.4)	3 (0.2)	4 (0.5)	3 (0.3)
Nothing Better to Do	3 (0.4)	3 (0.2)	2 (0.5)	2 (0.3)
Would Not Consider	4 (0.4)	5 (0.3)	7 (0.7)	9 (0.6)

Note: The population reported in this table includes 16-21 year-old youth with no more than two years of postsecondary education residing within the 48 contiguous United States.

Source: 1996 - 1999 YATS

[a] Estimates are based on 2,361 interviews.
[b] Estimates are based on 6,386 interviews.
[c] Estimates are based on 1,231 interviews.
[d] Estimates are based on 3,972 interviews.

Table E-6. Trends in Common Reasons for Entering Military Service Among Young Men (Supporting Data for Figure 4-1, p. 4-8)

Reason/Year	1991	1992	1993	1994	1995	1996	1997	1998	1999
Young Males[a]									
Money for Education	24 (1.1)	27 (1.0)	29 (1.1)	30 (1.5)	33 (1.1)	32 (1.1)	32 (1.2)	31 (1.1)	33 (1.2)
Experience/Job Training	28 (1.3)	31 (1.0)	24 (1.2)	23 (1.4)	24 (0.9)	24 (1.0)	25 (1.1)	23 (1.2)	22 (1.1)
Duty/Obligation to Country	18 (1.0)	18 (0.8)	14 (0.8)	11 (1.0)	11 (0.7)	12 (0.7)	11 (0.7)	14 (0.8)	12 (0.8)
Pay/Money	15 (0.8)	13 (0.9)	10 (0.8)	13 (1.1)	12 (0.7)	11 (0.8)	12 (0.7)	11 (0.6)	15 (0.8)

Note: The population reported in this table includes 16-21 year-old youth with no more than two years of postsecondary education residing within the 48 contiguous United States.

Source: 1991 - 1999 YATS

[a]Estimates are based on the following number of interviews with young males:

1991: 2,122 1992: 2,298 1993: 2,141 1994: 2,790 1995: 2,413 1996: 2,223 1997: 2,101 1998: 2,292 1999: 2,131

Table E-7. Trends in Common Reasons for Entering Military Service Among Young Women (Supporting Data for Figure 4-2, p. 4-8)

Reason/Year	1991	1992	1993	1994	1995	1996	1997	1998	1999
Young Females[a]									
Money for Education	31 (1.6)	28 (1.6)	32 (1.4)	30 (2.1)	36 (1.4)	39 (1.4)	36 (1.6)	35 (1.6)	39 (1.4)
Experience/Job Training	20 (1.3)	18 (1.3)	15 (1.1)	12 (1.4)	13 (0.9)	17 (1.2)	17 (1.0)	18 (1.3)	16 (1.2)
Duty/Obligation to Country	13 (1.3)	13 (1.0)	13 (1.2)	11 (1.6)	8 (0.8)	10 (0.9)	9 (0.8)	10 (0.8)	10 (0.8)
Pay/Money	13 (1.4)	12 (1.0)	9 (1.2)	11 (1.5)	9 (0.8)	9 (0.9)	10 (0.8)	9 (0.8)	14 (1.1)

Note: The population reported in this table includes 16-21 year-old youth with no more than two years of postsecondary education residing within the 48 contiguous United States.

Source: 1991 - 1999 YATS

[a]Estimates are based on the following number of interviews with young females:

1991: 1,066 1992: 1,300 1993: 1,101 1994: 1,410 1995: 1,245 1996: 1,224 1997: 1,361 1998: 1,279 1999: 1,339

Table E-8. Main Reasons for Increased Interest in the Military Among Young Men and Women (Supporting Data for Table 4-3, p. 4-10)

	Men	Women
Life		
Getting older	7 (0.7)	3 (0.7)
Change in life	13 (1.1)	12 (1.5)
Scholastic frustration	2 (0.4)	2 (0.7)
Circumstances unsatisfactory	4 (0.5)	3 (0.8)
Increased obligations	2 (0.4)	2 (0.6)
Money/Finances		
Money for college	23 (1.2)	27 (2.4)
Money	6 (0.7)	5 (1.1)
Job		
Training	15 (0.8)	9 (1.5)
Military provides job	10 (0.9)	6 (1.1)
Dissatisfied with current job	1 (0.3)	0 (--)
Saw/Talked		
Talk with military	8 (0.8)	12 (1.3)
Recruiter contacts	6 (0.7)	9 (1.0)
Talk with non-military	4 (0.5)	6 (1.0)
Advertising	3 (0.4)	3 (0.7)
News/world events	1 (0.2)	1 (0.3)
Right Thing to Do	6 (0.6)	7 (1.3)

Note: The population reported in this table includes 16-21 year-old youth with no more than two years of postsecondary education residing within the 48 contiguous United States, who said their interest in military service had *increased* in the past year.

Source: 1996 - 1999 YATS

Table E-9. Main Reasons Not to Enlist Among Young Men and Women by Composite Active Propensity (Supporting Data for Table 4-4, p. 4-13)

	Men			Women		
	Propensity			Propensity		
	Positive	Negative	Total	Positive	Negative	Total
Military lifestyle	11 (0.6)	24 (0.6)	20 (0.5)	13 (1.5)	28 (1.0)	26 (0.8)
Other career interests	6 (0.5)	14 (0.5)	12 (0.4)	5 (1.1)	11 (0.5)	10 (0.4)
Threat to life	15 (0.7)	10 (0.4)	11 (0.3)	15 (1.9)	10 (0.5)	10 (0.5)
Long commitment	9 (0.7)	11 (0.4)	11 (0.4)	7 (1.1)	10 (0.5)	9 (0.4)
Family obligations	9 (0.6)	9 (0.4)	9 (0.3)	17 (1.8)	17 (0.7)	17 (0.7)
Against my beliefs	4 (0.5)	8 (0.4)	7 (0.3)	5 (1.0)	6 (0.4)	6 (0.4)
Health	2 (0.3)	5 (0.3)	4 (0.2)	2 (0.6)	4 (0.3)	4 (0.3)
Education	3 (0.4)	4 (0.2)	4 (0.2)	3 (0.7)	4 (0.3)	3 (0.2)
Negative publicity	1 (0.2)	2 (0.2)	2 (0.1)	1 (0.4)	1 (0.2)	1 (0.2)
Pay	2 (0.3)	2 (0.2)	2 (0.1)	1 (0.4)	1 (0.1)	1 (0.1)
Not qualified	1 (0.2)	1 (0.2)	1 (0.1)	1 (0.4)	1 (0.2)	1 (0.2)
Mean number of mentions	0.6	0.9	0.8	0.7	0.9	0.9

Note: The population reported in this table includes 16-21 year-old youth with no more than two years of postsecondary education residing within the 48 contiguous United States.

Source: 1996 - 1999 YATS

Table E-10. Main Reasons Not to Enlist Among Young Men and Women by Race/Ethnicity (Supporting Data for Table 4-5, p. 4-14)

	Men Race/Ethnicity			Women Race/Ethnicity		
	White	Black	Hispanic	White	Black	Hispanic
Military lifestyle	22 (0.7)	21 (1.6)	15 (1.3)	26 (1.0)	26 (2.0)	24 (1.7)
Other career interests	14 (0.6)	7 (0.9)	8 (0.9)	12 (0.6)	6 (1.2)	6 (1.0)
Threat to life	10 (0.4)	17 (1.0)	11 (0.9)	9 (0.5)	15 (1.8)	11 (1.5)
Long commitment	12 (0.4)	6 (0.8)	11 (0.9)	10 (0.5)	7 (1.0)	8 (1.1)
Family obligations	8 (0.4)	6 (0.8)	14 (1.4)	16 (0.7)	12 (1.7)	21 (1.5)
Against my beliefs	6 (0.3)	9 (1.3)	6 (0.8)	6 (0.4)	7 (1.1)	5 (1.0)
Health	4 (0.3)	2 (0.6)	2 (0.6)	5 (0.4)	2 (0.6)	4 (0.7)
Education	4 (0.3)	3 (0.6)	3 (0.5)	4 (0.3)	3 (0.7)	2 (0.6)
Negative publicity	2 (0.2)	1 (0.3)	2 (0.4)	1 (0.2)	1 (0.4)	2 (0.6)
Pay	2 (0.2)	2 (0.4)	1 (0.4)	1 (0.2)	1 (0.4)	0 (--)
Not qualified	1 (0.2)	0 (--)	1 (0.3)	1 (0.2)	1 (0.5)	1 (0.3)
Mean number of mentions	0.8	0.7	0.8	0.9	0.8	0.9

Note: The population reported in this table includes 16-21 year-old youth with no more than two years of postsecondary education residing within the 48 contiguous United States.

Source: 1996 - 1999 YATS

Table E-11. Main Reasons for Not Joining Among High School Seniors and Graduates, by Gender (Supporting Data for Section: *School Status*, p. 4-14)

	Men		Women	
Reason	High School Senior[a]	High School Graduate[b]	High School Senior[c]	High School Graduate[d]
Pay	2 (0.3)	2 (0.4)	1 (0.2)	1 (0.4)
Education	5 (0.5)	2 (0.4)	5 (0.8)	1 (0.3)
Family Obligations	7 (0.7)	11 (0.9)	11 (1.3)	26 (2.1)
Health	3 (0.5)	4 (0.6)	4 (0.7)	6 (1.0)
Against Beliefs	7 (0.7)	7 (0.8)	6 (0.8)	4 (0.9)
Military Lifestyle	19 (1.1)	25 (1.4)	27 (1.4)	22 (1.8)
Threat to Life	12 (0.8)	8 (0.8)	11 (1.1)	8 (1.4)
Not Qualified	0 (--)	2 (0.4)	1 (0.4)	1 (0.5)
Negative Publicity	1 (0.3)	2 (0.4)	1 (0.2)	2 (0.6)
Other Career Interests	13 (0.8)	10 (0.9)	11 (1.1)	6 (0.7)
Long Commitment	12 (0.8)	10 (1.1)	11 (1.1)	7 (1.3)

Note: The population reported in this table includes 16-21 year-old youth with no more than two years of postsecondary education residing within the 48 contiguous United States.

Source: 1996 - 1999 YATS

[a] Estimates are based on 1,677 interviews.
[b] Estimates are based on 1,060 interviews.
[c] Estimates are based on 1,046 interviews.
[d] Estimates are based on 556 interviews.

Table E-12. Main Reasons for Not Joining Among Young Men and Women, by Parent Veteran Status
(Supporting Data for Section: *Veterans*, p. 4-14)

	Men		Women	
Reason	Veteran[a]	Non-Veteran[b]	Veteran[c]	Non-Veteran[d]
Pay	1 (0.1)	2 (0.2)	1 (0.4)	1 (0.1)
Education	4 (0.5)	3 (0.2)	3 (0.6)	3 (0.3)
Family Obligations	8 (0.6)	9 (0.4)	16 (1.4)	17 (0.8)
Health	4 (0.4)	4 (0.2)	5 (0.7)	4 (0.3)
Against Beliefs	6 (0.6)	7 (0.3)	5 (0.6)	7 (0.5)
Military Lifestyle	21 (1.0)	20 (0.6)	28 (1.4)	25 (0.8)
Threat to Life	10 (0.7)	11 (0.3)	8 (1.1)	11 (0.5)
Not Qualified	1 (0.3)	1 (0.1)	2 (0.4)	1 (0.2)
Negative Publicity	2 (0.3)	1 (0.1)	2 (0.5)	1 (0.2)
Other Career Interests	12 (0.8)	11 (0.5)	9 (0.9)	10 (0.5)
Long Commitment	12 (0.8)	11 (0.4)	9 (1.0)	9 (0.4)

Note: The population reported in this table includes 16-21 year-old youth with no more than two years of postsecondary education residing within the 48 contiguous United States.

Source: 1996 - 1999 YATS

[a] Estimates are based on 1,928 interviews.
[b] Estimates are based on 6,387 interviews.
[c] Estimates are based on 960 interviews.
[d] Estimates are based on 3,796 interviews.

Table E-13. Main Reasons for Not Joining Among Young Men and Women, by Friend Veteran Status
(Supporting Data for Section: *Veterans*, p. 4-14)

	Men		Women	
Reason	Veteran[a]	Non-Veteran[b]	Veteran[c]	Non-Veteran[d]
Pay	2 (0.3)	2 (0.1)	1 (0.3)	1 (0.1)
Education	3 (0.4)	4 (0.3)	4 (0.6)	3 (0.3)
Family Obligations	10 (0.6)	9 (0.4)	15 (1.2)	17 (0.8)
Health	4 (0.4)	4 (0.2)	5 (0.5)	4 (0.3)
Against Beliefs	7 (0.5)	6 (0.4)	7 (0.8)	6 (0.4)
Military Lifestyle	20 (0.9)	20 (0.6)	25 (1.5)	26 (0.9)
Threat to Life	11 (0.7)	11 (0.4)	10 (1.0)	11 (0.6)
Not Qualified	2 (0.3)	1 (0.2)	1 (0.4)	1 (0.2)
Negative Publicity	2 (0.3)	1 (0.2)	2 (0.4)	1 (0.2)
Other Career Interests	10 (0.7)	12 (0.5)	10 (0.9)	10 (0.5)
Long Commitment	12 (0.7)	10 (0.4)	10 (1.0)	9 (0.6)

Note: The population reported in this table includes 16-21 year-old youth with no more than two years of postsecondary education residing within the 48 contiguous United States.

Source: 1991 - 1999 YATS

[a] Estimates are based on 2,269 interviews.
[b] Estimates are based on 6,046 interviews.
[c] Estimates are based on 1,151 interviews.
[d] Estimates are based on 3,605 interviews.

Table E-14. Main Reasons for Decreased Interest in the Military Among Young Men and Women (Supporting Data for Table 4-6, p. 4-16)

	Men	Women
Life		
Other Career Plans	20 (0.9)	19 (0.9)
Going to School	16 (0.8)	13 (0.8)
Current Circumstances Preferable	7 (0.5)	8 (0.8)
Employed	7 (0.4)	3 (0.5)
Increased Obligation	4 (0.4)	10 (0.8)
Getting Older/More Mature	2 (0.3)	1 (0.2)
Saw/Talked		
Talk with Military	4 (0.3)	4 (0.5)
News/World Events	2 (0.2)	2 (0.4)
Recruiter Contacts	2 (0.2)	2 (0.3)
Talk with Non-Military	1 (0.2)	1 (0.2)
Military		
Dislike Military	10 (0.6)	9 (0.7)
Not for Youth	9 (0.5)	11 (0.7)
Not Qualified	5 (0.4)	3 (0.4)
Negative Experience	3 (0.5)	4 (0.5)
Danger	2 (0.2)	2 (0.3)
Downsizing	1 (0.2)	0 (--)
Base Closings	0 (--)	0 (--)

Note: The population reported in this table includes 16-21 year-old youth with no more than two years of postsecondary education residing within the 48 contiguous United States, who said their interest in military service had *increased* in the past year.

Source: 1996 - 1999 YATS

Appendix F

Supplementary Data Tables for Chapter 5

Table F-1. Service Advertising Budgets
(Supporting Data for Figure 5-1, p. 5-3)

	Fiscal Year ($M)									
Service	1990	1991	1992	1993	1994	1995	1996	1997	1998	1999
Army	80	54	45	36	48	60	70	99	95	95
Navy	29	17	13	15	35	41	41	39	63	31
Marine Corps	19	12	12	12	12	11	15	22	22	20
Air Force	8	4	5	6	7	12	10	12	12	12
JRAP	19	15	5	5	5	24	17	4	4	4

Note: Constant FY 1999 Dollars
Source: Accession Policy [OASD(FMP)]

Table F-2. Service Advertising Awareness, by Component and Gender (Supporting Data for Table 5-1, p. 5-5)

	Men[a]	Women[b]
Army		
Active	36 (0.3)	26 (0.3)
Reserve	29 (0.3)	27 (0.3)
National Guard	15 (0.2)	14 (0.3)
Don't Know	13 (0.2)	16 (0.3)
Navy		
Active	27 (0.3)	16 (0.3)
Reserve	11 (0.2)	10 (0.2)
Don't Know	9 (0.2)	10 (0.2)
Marine Corps		
Active	34 (0.3)	22 (0.3)
Don't Know	11 (0.2)	11 (0.3)
Air Force		
Active	21 (0.2)	12 (0.2)
Reserve	7 (0.2)	5 (0.2)
National Guard	5 (0.1)	4 (0.1)
Don't Know	8 (0.2)	7 (0.2)
Coast Guard		
Active	6 (0.1)	3 (0.1)
Reserve	3 (0.1)	2 (0.1)
Don't Know	2 (0.1)	2 (0.1)

Note: The population reported in this table includes all 16-24 year-old youth.
Source: 1993 – 1999 YATS

[a] Estimates are based on 37,824 interviews.
[b] Estimates are based on 22,187 interviews.

Table F-3. Active Service Advertising Awareness Among Men, by Age (Supporting Data for Figure 5-2, p. 5-6)

Service	Age								
	16[a]	17[b]	18[c]	19[d]	20[e]	21[f]	22[g]	23[h]	24[i]
Army	28 (0.7)	32 (0.6)	33 (0.8)	35 (0.8)	38 (1.0)	38 (1.0)	38 (1.0)	41 (1.0)	40 (1.0)
Navy	21 (0.6)	26 (0.6)	28 (0.9)	28 (0.7)	30 (0.9)	27 (0.8)	31 (0.8)	29 (0.9)	28 (0.8)
Marine Corps	25 (0.5)	31 (0.6)	33 (0.9)	34 (0.9)	37 (0.9)	36 (1.1)	38 (0.8)	39 (0.9)	38 (0.9)
Air Force	15 (0.5)	19 (0.6)	21 (0.6)	21 (0.7)	23 (0.8)	21 (0.7)	24 (0.8)	23 (0.8)	23 (0.9)
Coast Guard	4 (0.3)	5 (0.4)	7 (0.4)	7 (0.4)	6 (0.4)	6 (0.5)	6 (0.5)	7 (0.5)	6 (0.5)

Note: The population reported in this table includes all 16-24 year-old youth.
Source: 1993 - 1999 YATS

[a] Estimates are based on 6,227 interviews.
[b] Estimates are based on 5,738 interviews.
[c] Estimates are based on 4,775 interviews.
[d] Estimates are based on 4,110 interviews.
[e] Estimates are based on 3,934 interviews.
[f] Estimates are based on 3,710 interviews.
[g] Estimates are based on 3,388 interviews.
[h] Estimates are based on 3,207 interviews.
[i] Estimates are based on 2,735 interviews.

Table F-4. Active Service Advertising Awareness Among Women, by Age (Supporting Data for Figure 5-3, p. 5-7)

Service	Age								
	16[a]	17[b]	18[c]	19[d]	20[e]	21[f]	22[g]	23[h]	24[i]
Army	18 (0.8)	21 (0.9)	24 (1.0)	25 (1.0)	29 (1.1)	29 (1.1)	30 (0.9)	32 (1.3)	30 (1.2)
Navy	12 (0.7)	15 (0.7)	18 (0.8)	16 (0.9)	17 (0.9)	17 (0.9)	18 (0.8)	17 (0.9)	15 (1.0)
Marine Corps	13 (0.6)	17 (0.7)	20 (0.8)	21 (1.0)	22 (1.1)	24 (1.1)	26 (1.0)	27 (1.0)	27 (1.3)
Air Force	7 (0.5)	10 (0.5)	11 (0.6)	11 (0.7)	13 (0.8)	14 (0.7)	14 (0.8)	15 (0.9)	15 (1.1)
Coast Guard	2 (0.3)	3 (0.3)	4 (0.4)	3 (0.4)	3 (0.4)	3 (0.4)	3 (0.3)	2 (0.4)	3 (0.4)

Note: The population reported in this table includes all 16-24 year-old youth.
Source: 1993 - 1999 YATS

[a] Estimates are based on 3,432 interviews.
[b] Estimates are based on 3,332 interviews.
[c] Estimates are based on 2,681 interviews.
[d] Estimates are based on 2,475 interviews.
[e] Estimates are based on 2,299 interviews.
[f] Estimates are based on 2,206 interviews.
[g] Estimates are based on 2,057 interviews.
[h] Estimates are based on 1,969 interviews.
[i] Estimates are based on 1,736 interviews.

Table F-5. Active Service Advertising Awareness, by Education and Gender (Supporting Data for Table 5-2, p. 5-8)

	Men					Women				
	Service									
Education	**Army**	**Navy**	**Marine Corps**	**Air Force**	**Coast Guard**	**Army**	**Navy**	**Marine Corps**	**Air Force**	**Coast Guard**
Students										
HS Juniors[a]	27 (0.6)	21 (0.5)	24 (0.5)	14 (0.5)	4 (0.3)	17 (0.8)	12 (0.7)	13 (0.6)	7 (0.5)	2 (0.3)
HS Seniors[b]	32 (0.6)	27 (0.7)	32 (0.6)	19 (0.6)	6 (0.4)	23 (1.0)	17 (0.8)	18 (0.9)	10 (0.5)	4 (0.4)
Postsecondary[c]	43 (0.6)	34 (0.5)	42 (0.5)	26 (0.4)	8 (0.3)	32 (0.7)	19 (0.5)	26 (0.6)	14 (0.5)	3 (0.3)
Non-Students										
Dropouts[d]	28 (0.8)	20 (0.7)	27 (0.7)	15 (0.6)	5 (0.3)	20 (1.1)	11 (0.7)	17 (0.9)	8 (0.7)	2 (0.3)
HS Grads[e]	36 (0.6)	26 (0.5)	34 (0.7)	20 (0.7)	6 (0.3)	27 (0.8)	14 (0.7)	20 (0.7)	12 (0.7)	3 (0.3)
Some College[f]	43 (1.1)	31 (1.0)	42 (1.0)	27 (1.1)	8 (0.7)	32 (1.4)	19 (0.9)	29 (1.3)	16 (1.0)	3 (0.5)
BS+[g]	49 (1.1)	37 (1.3)	46 (1.2)	28 (1.0)	8 (0.8)	35 (1.3)	20 (1.1)	33 (1.4)	19 (1.2)	3 (0.4)

Note: The population reported in this table includes all 16-24 year-old youth.
Source: 1993 – 1999 YATS

[a] Estimates are based on interviews with 7,750 men and 3,852 women.
[b] Estimates are based on interviews with 5,214 men and 3,152 women.
[c] Estimates are based on interviews with 10,838 men and 7,146 women.
[d] Estimates are based on interviews with 4,167 men and 1,858 women.
[e] Estimates are based on interviews with 5,452 men and 2,943 women.
[f] Estimates are based on interviews with 2,293 men and 1,593 women.
[g] Estimates are based on interviews with 1,952 men and 1,551 women.

Table F-6. Active Service Advertising Awareness, by Race/Ethnicity and Gender (Supporting Data for Table 5-3, p. 5-9)

	Men					Women				
	Service									
Race/Ethnicity	Army	Navy	Marine Corps	Air Force	Coast Guard	Army	Navy	Marine Corps	Air Force	Coast Guard
White[a]	40 (0.3)	31 (0.3)	38 (0.3)	24 (0.3)	7 (0.2)	28 (0.4)	18 (0.3)	24 (0.4)	14 (0.3)	3 (0.1)
Black[b]	29 (0.7)	20 (0.6)	26 (0.9)	14 (0.6)	4 (0.3)	26 (1.0)	14 (0.7)	17 (0.9)	9 (0.6)	2 (0.3)
Hispanic[c]	26 (0.8)	20 (0.6)	27 (1.0)	13 (0.5)	4 (0.4)	19 (0.8)	10 (0.7)	18 (1.0)	7 (0.6)	2 (0.3)
Asian[d]	28 (1.2)	22 (1.2)	23 (1.0)	15 (1.2)	4 (0.5)	24 (1.6)	14 (1.6)	16 (1.5)	9 (1.4)	3 (0.8)
Indian[e]	29 (2.2)	26 (2.1)	33 (2.3)	20 (1.7)	4 (1.0)	29 (3.3)	14 (1.8)	24 (3.4)	15 (2.6)	3 (1.3)
	High School Seniors Only									
White[f]	37 (1.0)	30 (0.9)	34 (0.9)	21 (0.8)	6 (0.4)	24 (1.0)	17 (0.9)	19 (0.9)	10 (0.5)	4 (0.5)
Black[g]	25 (2.0)	18 (2.0)	22 (2.0)	11 (1.5)	5 (1.0)	21 (2.1)	18 (1.9)	15 (2.4)	8 (1.3)	2 (0.6)
Hispanic[h]	23 (1.8)	19 (1.8)	27 (2.2)	12 (1.4)	5 (1.1)	20 (2.9)	15 (2.1)	17 (2.7)	8 (1.8)	3 (1.1)

Note: The population reported in this table includes all 16-24 year-old youth.
Source: 1993 – 1999 YATS

[a] Estimates are based on interviews with 26,662 men and 15,463 women.
[b] Estimates are based on interviews with 3,818 men and 2,719 women.
[c] Estimates are based on interviews with 4,244 men and 2,434 women.
[d] Estimates are based on interviews with 1,472 men and 715 women.
[e] Estimates are based on interviews with 624 men and 300 women.
[f] Estimates are based on interviews with 2,914 men and 1,776 women.
[g] Estimates are based on interviews with 493 men and 367 women.
[h] Estimates are based on interviews with 493 men and 289 women.

Table F-7. Trends in Active Service Advertising Awareness Among Men (Supporting Data for Figure 5-4, p. 5-10)

	Year						
Service	1993[a]	1994[b]	1995[c]	1996[d]	1997[e]	1998[f]	1999[g]
Army	35 (1.1)	35 (1.1)	34 (0.8)	31 (0.8)	34 (0.8)	30 (0.7)	29 (0.7)
Navy	26 (1.1)	27 (1.0)	26 (0.8)	26 (0.7)	26 (0.7)	25 (0.8)	25 (0.8)
Marine Corps	35 (1.2)	35 (1.1)	32 (0.7)	30 (0.9)	31 (0.8)	27 (0.7)	28 (0.9)
Air Force	23 (0.9)	23 (0.9)	21 (0.6)	19 (0.7)	18 (0.6)	14 (0.5)	14 (0.7)
Coast Guard	6 (0.5)	6 (0.5)	7 (0.4)	6 (0.4)	5 (0.4)	4 (0.3)	5 (0.5)

Note: The population reported in this table includes 16-21 year-old youth with no more than two years of postsecondary education residing within the 48 contiguous United States.
Source: 1993 - 1999 YATS

[a] Estimates are based on 2,141 interviews.
[b] Estimates are based on 2,790 interviews.
[c] Estimates are based on 4,767 interviews.
[d] Estimates are based on 4,398 interviews.
[e] Estimates are based on 4,287 interviews.
[f] Estimates are based on 4,581 interviews.
[g] Estimates are based on 2,930 interviews.

Table F-8. Trends in Active Service Advertising Awareness Among Women (Supporting Data for Figure 5-5, p. 5-10)

	Year						
Service	1993[a]	1994[b]	1995[c]	1996[d]	1997[e]	1998[f]	1999[g]
Army	25 (1.8)	24 (1.1)	23 (0.7)	23 (0.9)	23 (0.9)	22 (0.8)	21 (1.0)
Navy	15 (1.2)	15 (1.1)	17 (0.9)	16 (0.8)	15 (0.7)	15 (0.8)	15 (0.9)
Marine Corps	22 (1.5)	20 (1.1)	18 (0.8)	18 (0.9)	17 (0.8)	16 (0.8)	16 (0.7)
Air Force	12 (1.2)	12 (0.9)	11 (0.7)	11 (0.7)	9 (0.7)	8 (0.6)	8 (0.6)
Coast Guard	2 (0.5)	3 (0.5)	4 (0.4)	3 (0.4)	3 (0.4)	3 (0.4)	3 (0.4)

Note: The population reported in this table includes 16-21 year-old youth with no more than two years of postsecondary education residing within the 48 contiguous United States.
Source: 1993 - 1999 YATS

[a] Estimates are based on 1,101 interviews.
[b] Estimates are based on 1,410 interviews.
[c] Estimates are based on 2,409 interviews.
[d] Estimates are based on 2,469 interviews.
[e] Estimates are based on 2,762 interviews.
[f] Estimates are based on 2,482 interviews.
[g] Estimates are based on 1,835 interviews.

Table F-9. Trends in Joint Advertising Awareness
(Supporting Data for Figure 5-6, p. 5-12)

	Year						
Gender	1993[a]	1994[b]	1995[c]	1996[d]	1997[e]	1998[f]	1999[g]
Men	30 (1.0)	22 (0.9)	23 (0.6)	21 (0.7)	16 (0.6)	13 (0.4)	13 (0.7)
Women	24 (1.3)	19 (1.3)	19 (0.9)	19 (0.8)	16 (0.7)	13 (0.7)	17 (0.9)

Note: The population reported in this table includes 16-21 year-old youth with no more than two years of postsecondary education residing within the 48 contiguous United States.
Source: 1993 - 1999 YATS

[a] Estimates are based on interviews with 2,141 men and 1,101 women.
[b] Estimates are based on interviews with 2,790 men and 1,410 women.
[c] Estimates are based on interviews with 4,767 men and 2,409 women.
[d] Estimates are based on interviews with 4,398 men and 2,469 women.
[e] Estimates are based on interviews with 4,287 men and 2,762 women.
[f] Estimates are based on interviews with 4,581 men and 2,482 women.
[g] Estimates are based on interviews with 2,930 men and 1,835 women.

Table F-10. Trends in Correct Army Slogan Recognition (Supporting Data for Figure 5-7, p. 5-14)

	Year									
Slogan/Gender	1990[a]	1991[b]	1992[c]	1993[d]	1994[e]	1995[f]	1996[g]	1997[h]	1998[i]	1999[j]
Be All You Can Be										
Men	88 (0.6)	89 (1.0)	89 (0.8)	88 (0.7)	90 (0.8)	91 (0.4)	91 (0.5)	93 (0.5)	90 (0.5)	91 (0.6)
Women	87 (0.9)	88 (1.3)	91 (1.0)	87 (1.4)	86 (1.2)	88 (0.7)	88 (0.7)	87 (0.7)	87 (0.8)	88 (0.7)
Get an Edge on Life										
Men	62 (0.8)	59 (1.1)	69 (1.1)	54 (1.1)	58 (1.0)	61 (0.6)	52 (0.8)	44 (0.9)	36 (0.7)	28 (0.8)
Women	51 (1.1)	52 (1.8)	62 (1.6)	51 (1.5)	53 (1.4)	55 (1.0)	47 (1.0)	37 (1.0)	27 (1.0)	21 (0.8)

Note: The population reported in this table includes 16-21 year-old youth with no more than two years of postsecondary education residing within the 48 contiguous United States.
Source: 1990 - 1999 YATS

[a] Estimates are based on interviews with 4,196 men and 2,143 women.
[b] Estimates are based on interviews with 2,122 men and 1,066 women.
[c] Estimates are based on interviews with 2,298 men and 1,300 women.
[d] Estimates are based on interviews with 2,141 men and 1,101 women.
[e] Estimates are based on interviews with 2,790 men and 1,410 women.
[f] Estimates are based on interviews with 4,767 men and 2,409 women.
[g] Estimates are based on interviews with 4,398 men and 2,469 women.
[h] Estimates are based on interviews with 4,287 men and 2,762 women.
[i] Estimates are based on interviews with 4,581 men and 2,482 women.
[j] Estimates are based on interviews with 4,338 men and 2,657 women.

Table F-11. Trends in Correct Navy Slogan Recognition (Supporting Data for Figure 5-8, p. 5-15)

	Year									
Slogan/Gender	1990[a]	1991[b]	1992[c]	1993[d]	1994[e]	1995[f]	1996[g]	1997[h]	1998[i]	1999[j]
Full Speed Ahead										
Men	41 (0.8)	46 (1.1)	46 (1.0)	48 (1.3)	53 (1.0)	54 (0.9)	53 (1.0)	49 (0.8)	45 (1.0)	--
Women	22 (1.1)	37 (1.6)	32 (1.5)	31 (1.5)	37 (1.2)	39 (1.0)	36 (1.1)	29 (0.8)	28 (1.2)	--
Not Just a Job…An Adventure										
Men	14 (0.6)	13 (0.7)	11 (0.7)	14 (1.0)	14 (0.7)	18 (0.6)	18 (0.6)	--	--	--
Women	9 (0.7)	10 (1.2)	11 (1.2)	8 (0.9)	12 (1.1)	13 (0.7)	13 (0.8)	--	--	--
Let the Journey Begin										
Men	--	--	--	--	--	--	20 (0.6)	19 (0.7)	27 (0.7)	36 (0.8)
Women	--	--	--	--	--	--	13 (0.8)	9 (0.6)	14 (0.8)	20 (0.8)

Notes: (1) The population reported in this table includes 16-21 year-old youth with no more than two years of postsecondary education residing within the 48 contiguous United States.
(2) "--" indicates that the slogan was not asked during the YATS interview.

Source: 1990 - 1999 YATS

[a] Estimates are based on interviews with 4,196 men and 2,143 women.
[b] Estimates are based on interviews with 2,122 men and 1,066 women.
[c] Estimates are based on interviews with 2,298 men and 1,300 women.
[d] Estimates are based on interviews with 2,141 men and 1,101 women.
[e] Estimates are based on interviews with 2,790 men and 1,410 women.
[f] Estimates are based on interviews with 4,767 men and 2,409 women.
[g] Estimates are based on interviews with 4,398 men and 2,469 women.
[h] Estimates are based on interviews with 4,287 men and 2,762 women.
[i] Estimates are based on interviews with 4,581 men and 2,482 women.
[j] Estimates are based on interviews with 4,338 men and 2,657 women.

Table F-12. Trends in Correct Marine Corps Slogan Recognition (Supporting Data for Figure 5-9, p. 5-16)

	Year									
Slogan/Gender	1990[a]	1991[b]	1992[c]	1993[d]	1994[e]	1995[f]	1996[g]	1997[h]	1998[i]	1999[j]
The Few, The Proud										
Men	81 (0.7)	78 (1.1)	77 (0.9)	73 (1.1)	72 (1.2)	71 (0.8)	70 (0.9)	72 (0.8)	70 (0.6)	73 (0.7)
Women	60 (1.0)	58 (2.3)	48 (1.4)	47 (1.7)	42 (1.4)	39 (1.0)	40 (1.0)	34 (1.0)	35 (1.1)	41 (1.0)
Looking for a Few Good Men										
Men	73 (0.7)	67 (1.3)	--	--	57 (1.2)	59 (0.7)	55 (0.9)	49 (0.8)	--	--
Women	47 (1.4)	46 (1.8)	--	--	33 (1.4)	30 (1.0)	30 (1.0)	24 (0.7)	--	--
The Change is Forever										
Men	--	--	--	--	--	--	--	--	11 (0.5)	15 (0.6)
Women	--	--	--	--	--	--	--	--	4 (0.5)	6 (0.5)

Notes: (1) The population reported in this table includes 16-21 year-old youth with no more than two years of postsecondary education residing within the 48 contiguous United States.
(2) "--" indicates that the slogan was not asked during the YATS interview.

Source: 1990 - 1999 YATS

[a] Estimates are based on interviews with 4,196 men and 2,143 women.
[b] Estimates are based on interviews with 2,122 men and 1,066 women.
[c] Estimates are based on interviews with 2,298 men and 1,300 women.
[d] Estimates are based on interviews with 2,141 men and 1,101 women.
[e] Estimates are based on interviews with 2,790 men and 1,410 women.
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[i] Estimates are based on interviews with 4,581 men and 2,482 women.
[j] Estimates are based on interviews with 4,338 men and 2,657 women.

Table F-13. Trends in Correct Air Force Slogan Recognition (Supporting Data for Figure 5-10, p. 5-17)

	Year									
Slogan/Gender	1990[a]	1991[b]	1992[c]	1993[d]	1994[e]	1995[f]	1996[g]	1997[h]	1998[i]	1999[j]
Aim High										
Men	90 (0.5)	89 (0.8)	87 (0.8)	86 (1.1)	83 (1.0)	82 (0.6)	76 (0.7)	72 (0.8)	65 (0.9)	65 (0.7)
Women	72 (1.1)	70 (1.8)	67 (1.6)	67 (1.7)	64 (1.5)	62 (1.2)	58 (1.2)	47 (1.1)	45 (1.2)	47 (1.1)

Note: The population reported in this table includes 16-21 year-old youth with no more than two years of postsecondary education residing within the 48 contiguous United States.
Source: 1990 - 1999 YATS

[a] Estimates are based on interviews with 4,196 men and 2,143 women.
[b] Estimates are based on interviews with 2,122 men and 1,066 women.
[c] Estimates are based on interviews with 2,298 men and 1,300 women.
[d] Estimates are based on interviews with 2,141 men and 1,101 women.
[e] Estimates are based on interviews with 2,790 men and 1,410 women.
[f] Estimates are based on interviews with 4,767 men and 2,409 women.
[g] Estimates are based on interviews with 4,398 men and 2,469 women.
[h] Estimates are based on interviews with 4,287 men and 2,762 women.
[i] Estimates are based on interviews with 4,581 men and 2,482 women.
[j] Estimates are based on interviews with 4,338 men and 2,657 women.

Table F-14. Trends in Correct Coast Guard Slogan Recognition (Supporting Data for Figure 5-11, p. 5-18)

	Year									
Slogan/Gender	1990[a]	1991[b]	1992[c]	1993[d]	1994[e]	1995[f]	1996[g]	1997[h]	1998[i]	1999[j]
Be Part of the Action										
Men	5.3 (0.4)	5.6 (0.6)	5.7 (0.5)	1.8 (0.3)	3.4 (0.4)	3.2 (0.3)	2.2 (0.2)	1.5 (0.2)	1.3 (0.2)	3.4 (0.3)
Women	3.8 (0.5)	3.4 (0.7)	4.7 (0.8)	1.3 (0.4)	1.6 (0.3)	2.2 (0.3)	1.3 (0.2)	0.9 (0.2)	0.8 (0.2)	1.6 (0.3)
Jobs That Matter										
Men	--	--	--	--	--	--	--	1.4 (0.2)	0.5 (0.1)	1.6 (0.2)
Women	--	--	--	--	--	--	--	0.6 (0.2)	0.5 (0.1)	1.3 (0.2)

Notes: (1) The population reported in this table includes 16-21 year-old youth with no more than two years of postsecondary education residing within the 48 contiguous United States.
(2) "--" indicates that the slogan was not asked during the YATS interview.

Source: 1990 - 1999 YATS

[a] Estimates are based on interviews with 4,196 men and 2,143 women.
[b] Estimates are based on interviews with 2,122 men and 1,066 women.
[c] Estimates are based on interviews with 2,298 men and 1,300 women.
[d] Estimates are based on interviews with 2,141 men and 1,101 women.
[e] Estimates are based on interviews with 2,790 men and 1,410 women.
[f] Estimates are based on interviews with 4,767 men and 2,409 women.
[g] Estimates are based on interviews with 4,398 men and 2,469 women.
[h] Estimates are based on interviews with 4,287 men and 2,762 women.
[i] Estimates are based on interviews with 4,581 men and 2,482 women.
[j] Estimates are based on interviews with 4,338 men and 2,657 women.

Table F-15. Recruiter Contact by Advertising Awareness and Gender (Supporting Data for Table 5-5, p. 5-20)

	Percent Contacting a Recruiter in the Past Year	
	Men[a]	**Women**[b]
Any Military Advertising		
Within the past year, do you recall seeing or hearing any advertising that encouraged people to enlist in one or more of the Services?		
Yes	50 (0.6)	42 (0.7)
No	41 (1.5)	27 (2.0)
Joint Service Advertising		
Do you recall seeing or hearing any advertising for the U.S. Armed Forces in which all the Services were represented?		
Yes	55 (1.4)	47 (2.0)
No	47 (0.7)	38 (0.7)

Note: The population reported in this table includes 16-21 year-old youth with no more than two years of post-secondary education residing within the 48 contiguous United States.

Source: 1993 – 1999 YATS

[a] Estimates are based on 11,868 interviews.

[b] Estimates are based on 5,950 interviews.

Table F-16. Recruiter Contact by Service-Specific Advertising Awareness and Gender (Supporting Data for Table 5-6, p. 5-21)

	Percent Contacting a Recruiter in the Past Year[a]		Percent Contacting a {SERVICE} Recruiter in the Past Year[a]	
	Men	**Women**	**Men**	**Women**
Within the past year, do you recall seeing or hearing any advertising that encouraged people to enlist in one or more of the Services?				
Army				
Yes, Recalled Army advertising	51 (0.7)	42 (0.8)	28 (0.6)	23 (1.2)
No, Did not recall Army advertising	43 (1.1)	34 (1.4)	17 (0.8)	12 (1.1)
Navy				
Yes, Recalled Navy advertising	52 (0.8)	45 (1.2)	17 (0.5)	14 (0.7)
No, Did not recall Navy advertising	46 (0.8)	37 (0.9)	9 (0.4)	6 (0.4)
Marine Corps				
Yes, Recalled Marine Corps advertising	53 (0.9)	45 (1.2)	24 (0.5)	14 (0.9)
No, Did not recall Marine Corps advertising	44 (0.9)	37 (0.9)	11 (0.6)	4 (0.3)
Air Force				
Yes, Recalled Air Force advertising	54 (1.0)	49 (1.5)	13 (0.7)	17 (1.3)
No, Did not recall Air Force advertising	46 (0.7)	37 (0.8)	4 (0.2)	4 (0.3)
Coast Guard				
Yes, Recalled Coast Guard advertising	56 (1.6)	49 (2.8)	3 (0.7)	4 (1.3)
No, Did not recall Coast Guard advertising	48 (0.7)	39 (0.7)	1 (0.1)	0 (--)

Note: The population reported in this table includes 16-21 year-old youth with no more than two years of post-secondary education residing within the 48 contiguous United States.
Source: 1993 – 1999 YATS.

[a] Estimates are based on interviews with 11,868 men and 5,950 women.

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This report presents findings from the Fall 1999 Youth Attitude Tracking Study (YATS) survey administration conducted by Westat during the Fall of 1999. Findings cover results from questions on enlistment propensity, advertising awareness, recruiter contact, slogan recognition, media habits, and Internet usage among 16- to 24- year-old American youth. Findings are presented separately for males and females by demographic factors such as age, race/ethnicity, school status, employment status, and region of residence.

Interviews were conducted with 10,054 youth between August 30 and November 21, 1999. Interviews lasted approximately 30 minutes and were administered using the computer assisted telephone interviewing (CATI) methodology. Youth who participated in the survey were part of a cross-sectional sample of the population which was selected by a list-assisted random digit dialing (RDD) method.

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